



## TERMS OF REFERENCE (ToR)

### PUBLIC TENDER

to select a qualified Social Media/Digital Marketing Agency in Bulgaria for the development, provision and adaptation of social media services and social media campaigns for Caritas Bulgaria.

**Funded by:**

**MIND (Migration INterconnectedness Development) Project**  
**Implemented by: Caritas BULGARIA**

Awarded by **EuropeAid DEVCO Contract number: 389-101 through Caritas Austria**

## 1. INTRODUCTION

**MIND (Migration, INterconnectedness, Development)** is a project, funded by the Development Education and Awareness Raising ([DEAR](#)) program of the European Commission<sup>1</sup> and implemented by **Österreichische Caritaszentrale (Caritas Austria)**. **The MIND Project engages 12 European Caritas Organisations** in 11 EU countries (AT, CZ, GER, NL, BG, IT, SE, SK, PT, SI, BE).

In Bulgaria, the project is coordinated and managed by **Caritas Bulgaria**.

One of the expected outcomes of the MIND project is to *improve the public understanding of the relationship between the UN Sustainable Development Goals (SDGs) and the process of migration, the role of migration the EU and developing countries and the EU's contribution in development cooperation. Project details are outlined in the enclosed project presentation (Attachment 1).*

These **Terms of Reference** aims to select a **qualified Social Media Agency** (Agency) in **Bulgaria** with significant experience and track record in digital marketing and the topics of migration and development in Bulgaria and abroad. The selected Agency will support **Caritas Bulgaria** for a period of **17 months, beginning April 30, 2019 and ending September 30, 2020** to develop, test, implement and monitor general-public awareness campaigns in social media (**the Campaigns**) with the associated publicity and promotional materials for the project as required by the project workplan, goals, and scheduled events. The selected Agency will be specifically required to provide support to Caritas Bulgaria and will work hand-in-hand with **Kechum Publico** the PR agency in Austria, responsible for the overall project management and conceptualization of the social media campaigns in the 11 countries of the project. The Agency will be responsible for **adaptation** of the social media campaign's messages to the local context in the country, designing and developing appropriate and targeted messages, developing social media campaign plans and posts, testing posts prior to development of the campaign, initiating posts in the assigned social media (Facebook, Twitter, Instagram, Caritas Bulgaria webpage, webpages of Caritas Bulgaria partners (Caritas Ruse). The selected Agency will also be responsible for regular monitoring and reporting on the impact that these messages created on the targeted audience.

In particular, the Agency will be responsible for implementing two intense targeted social media campaigns within the contracted period of 17 months, each campaign lasting for 2 calendar months, in close cooperation with the **CARITAS BULGARIA** team and **Ketchum Publico**. The Agency will be responsible for the elaboration and testing of the country-specific public tailored messages within the general concept of the campaign and the project, prior to the start of the intensive campaigns. These

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<sup>1</sup> [https://ec.europa.eu/europeaid/sectors/human-rights-and-governance/development-education-and-awareness-raising\\_en](https://ec.europa.eu/europeaid/sectors/human-rights-and-governance/development-education-and-awareness-raising_en)



campaigns are tentatively scheduled for the months June-July 2019 and June-July 2020 but alterations to the months and dates is possible.

The winning Agency will have:

- **A profound knowledge** of the current social and political agenda in Bulgaria in regard to migration, human rights and human dignity, the Sustainable Development Goals of the UN (SDGS), and the commitment of the Bulgarian government to EU migration politics, practices and provision of Official Development Aid to third countries.
- **Exceptional skills in creative services**, including production, design and development/promotion of original content in the main social media channels, ability to tune and tweak content and photographic material to the targeted audience, and ability to adjust the assigned topics/content to the needs of the targeted audience.
- **Proven and well-described track record in successful social media/digital marketing campaigns** that have been able to engage the general public in substantive and substantial way.
- **A strong management structure** where decisions about tasks are taken quickly and in a flexible manner, documented well, and justified.
- **Qualified and fully dedicated staff to work on this assignment.** The proposals should include the names, positions and work history of the staff that will be assigned to work on this project.
- **Clear and operational organizational policies.** The organizational policies should include at least the following key aspects: a clear policy on employee protection; evidence of transparency in reporting, taxation and relationships to stakeholders in business; respect for the dignity of all staff and clients; accountability to all clients and beneficiaries that includes fair and transparent disclosure of all obstacles, problems or hurdles that may occur during the assignment implementation process, as well as challenges and feedback on these during the timeframe of the contract.
- **Impartiality and equality:** a proven non-biased approach to social and human rights issues, including **non-affiliation to political, social, public, or other parties, groups or ideas.** The Agency will be required to describe and prove its non-biased approach to the assigned topics as per this TOR in the proposal that will be submitted to Caritas Bulgaria.
- **Strong English communication skills,** including exceptional writing skills and above average speaking/communication skills.

## 2. BACKGROUND OF THE MIND PROJECT

Please refer to **Attachment 1** to these Terms of Reference for a full overview of the MIND project.

## 3. OBJECTIVES OF THE CAMPAIGNING AND SOCIAL AWARENESS SERVICES

The objectives of the services, subject to this tender are:

- a) to adapt and test the messages, images etc. provided by the lead social media Agency for the needs of BULGARIA's political and social context.
- b) to lead the implementation of a targeted social media campaign with sufficient support to the Caritas Bulgaria project team
- c) to create further texts, visuals, materials and promote publications / content for the topics of the MIND project for the specified herein timeframe.
- d) to support the Caritas BULGARIA communications team in the technical aspects of the social media channels such as ads and targeting.



For more information, please refer to the attachments enclosed to this tender.

#### **4. THE REQUIRED MANDATE:**

##### **a) Preparation phase :**

- Provide advice on an implementation strategy for delivering the campaign to a broad audience (the projected target number of outreach to the general population in **Bulgaria has been set at 30% of the total population of the country for each calendar year**).
- Write and adapt messages, texts, slogans, hashtags and imagery that adhere to the overall approved communication concept for the project and are in line with the social and political context in Bulgaria. Create original material in correspondence with the required outline of the campaign.

##### **b) Implementation phase**

- Ensure efficient and cost-effective content adaption and creation of original content in the most appropriate way as it relates to the social and political context in Bulgaria and in line with the requirements set forth in this ToR. If needed, select and contract suitable suppliers and service providers/sub-contractors (film producers, photographers) to accomplish the tasks under this ToR. Coordinate and supervise supplier and service providers; ensure timely execution of and cost-efficient work to conduct the tasks described herein. The subcontracting of external service providers should be included in the overall cost proposal for this bid and are costs that should be considered within the overall proposal budget.
- Implement the technical aspects of the social media communications. In conjunction with **Caritas Austria, Caritas Bulgaria Team, and Ketchum Publico**, prepare and launch the final versions of the agreed content that will be published in social media in Bulgaria.
- Conduct on-going monitoring of social media activities (reach, shares, number of visitors and posts, engagement, # of fans and followers,) and compile comprehensive monitoring reports, as requested in the contract, following a schedule that will be provided by Caritas Bulgaria. Provide regular feedback to Caritas Bulgaria on comments/activity/reach and other aspects during the campaign, including suggestions on responses to comments/feedback and reaction from viewers and engagers.

##### **c) Completion phase**

- Prepare and complete an archive of all digital data related to the project.
- Prepare and submit a comprehensive report of all activities, lessons learned, successes and opportunities for future campaigning, following a pre-designed template.
- Hold a campaign overview/reflection and lessons learned meeting with Caritas Bulgaria staff on the results of the social media campaign after its completion.

##### **d) Meetings**

- The social media agency is required to participate in regular virtual network meetings with the other agencies/partners who are a part of the project. The schedule of these meetings will be agreed upon additionally. Other ad-hoc meetings or support in the event of technical problems or questions as required will be provided by Caritas Bulgaria or the lead PR agency.

#### **5. BUDGET:**

The agency will be required to submit a comprehensive budget with details to justify the costs that are going to be incurred in its proposal. The budget should include media promotion costs, costs of support to Caritas for visibility publications, materials or related items. The budget shall include all costs for the agency for any licences, content production and sub-contracted services, if needed. **The budget for 17 months contract should not exceed 14 500 Euro.**



## 7. REQUIRED EXPERTISE:

- In depth understanding and knowledge of social media campaigning and digital marketing.
- Knowledge and experience of delivering social media campaigning and digital marketing with a proficient understanding of the environmental context (policies, media, attitudes, political allies) and challenges this context brings.
- Proven ability and experience of handling multiple social media and online channels, target groups across language and cultural differences.
- Flexibility to adapt to a changing social context environment: This is a project to be delivered sensitively in a constantly evolving environment. The selected agency must be able to demonstrate a flexible approach that will best assist the Caritas Bulgaria and MIND project goals and objectives.
- All campaign materials and posts in social media, and other channels will be in Bulgarian language. All communication and documentation, including reports as required, will be in English language.

## 8. PAYMENTS :

A detailed payment schedule, including the required products and reports, will be specified in contract that will be signed with the winning partner agency.

## 9. TENDER EVALUATION CRITERIA:

All qualified submissions (see Attachment 3, “Exclusion Criteria for Applicants”, for applications that may be excluded from the tender) will be evaluated on both **quality of proposal** and **the ability to deliver the Mandate and the Objectives of this TOR**. All proposals will be evaluated in conjunction with the proposed value and quality of your budget by a qualified Caritas Bulgaria team. The scoring table that will be used to evaluate all proposals is outlined below:

<b>Criteria</b>	<b>Maximum Points</b>
Track record ( application template page 2 and 6),	<b>10</b>
Management Approach (application template page 3)	<b>20</b>
Quality of implementation plans (application template page 4)	<b>20</b>
Technical skills (application template page 4)	<b>20</b>
Reasonability, justification and rationale provided in the proposed budget as it compares with the required outcomes of the services.	<b>30</b>
<b>Total Score</b>	<b>100</b>

## 10. AWARD CRITERIA:



Each member of the evaluation committee will assess your submission independently. A mean score will be calculated for each submission following the score table above. The proposal with the highest score rate will be proposed a contract for the services.

#### **11. SUBMISSION DEADLINE:**

The submission deadline for all proposals under this ToR is **12.04.2019 at 18:00 HRS Sofia**, Bulgaria time. Proposals that are submitted past this deadline will not be reviewed.

All submissions should carry the signature/approval of the legal representative of the company that is participating in the tender.

All proposals must be submitted in electronic format, with all the required attachments, to the following email address: **[OFFERS@CARITAS.BG](mailto:OFFERS@CARITAS.BG)**

Incomplete proposals will not be reviewed and scored.

Questions on these Terms of Reference can be sent to [OFFERS@CARITAS.BG](mailto:OFFERS@CARITAS.BG). Responses to questions will be provided to all applicants within 2 calendar days of submission of the question.

#### **12. AWARD:**

The selected agency will be contracted by **CARITAS BULGARIA, 9 Oborishte Str. Sofia, 1504, Bulgaria. The contract will be concluded for 17 calendar months, starting from the date of the signing of the contract.**

#### **13. ATTACHMENTS TO THESE TERMS OF REFERENCE :**

1. Overview of the MIND project;
2. Template for candidates – to be filled in when applying
3. Exclusion Criteria for Applicants – for information to all applicants
4. General Conditions of Procurement – for information to all applicants.