

Terms of Reference

Title :	Repurposing the Migrants as Messengers (MaM) social media accounts for the COMPASS digital marketing
Place :	Remote, for the Regional Office for West and Central Africa, in Dakar, Senegal
Reports directly to :	COMPASS Communication Officer – Final approval of deliverables by COMPASS PM

General information :

Deadline for applications	09.08.2024
Estimated contract start date :	22.08.2024
Publication channels :	https://rodakar.iom.int/fr/node/116566

I. BACKGROUND

Project Description

As part of the Migrants as Messengers (MaM) campaign – an IOM campaign which ran in 7 countries in West and Central Africa between 2019 and 2022 – social media accounts under the same name were created by IOM teams for Facebook and Instagram.

IOM and the Ministry of Foreign Affairs of the Netherlands established in 2021 the seven-year Cooperation on Migration and Partnerships to Achieve Sustainable Solutions (COMPASS) programme. COMPASS is a global and comprehensive programme, designed to strengthen migration governance systems, multistakeholder cooperation, and services that facilitate safe, regular and dignified migration as well as protecting and upholding the rights of migrants.

In addition to global activities, COMPASS specifically focuses on the following partner countries: Afghanistan, Algeria, Chad, Egypt, Ethiopia, Iraq, Lebanon, Libya, Mali, Morocco, Niger, Nigeria, Sudan, and Tunisia. The main languages used by the programme are English, French and Arabic. In certain contexts, other local and national languages can be required.

With the launch of COMPASS in 2021, MaM activities were integrated into this global, Dutch funded programme in targeted countries. Therefore, the existing social media accounts became part of the programme assets. In the first phase of COMPASS (Jan 2021 – March 2024) the focus was on institutional communication platforms, whereas the second phase (Jan 2023 – Dec 2027) also aims to add third party platforms targeting other audiences such as migrants and communities. This was one of the recommendations of the COMPASS Phase I Mid-Term Evaluation.

Following this recommendation, the COMPASS Communications Team wished to adapt the style and format of the two existing accounts to the editorial, brand and narrative style of the programme, to be able to support the communication goals.

II. GENERAL OBJECTIVE

The general objective of this mission is to repurpose and align the "Migrants as Messengers" (MaM) social media accounts with the overall communication strategy of the COMPASS programme. This involves adapting the existing Facebook and Instagram accounts to reflect the new editorial, branding, and narrative directions of the programme, thereby maximizing engagement and impact among target audiences, particularly migrants and local communities in partner countries. The mission aims to enhance the visibility of the COMPASS programme and support its objectives in migration governance and the protection of migrant rights.

III. SPECIFIC OBJECTIVES

1. **Rebranding and Alignment:** To rebrand and align the existing "Migrants as Messengers" social media accounts (Facebook and Instagram) with the COMPASS programme's communication guidelines, ensuring consistency in messaging, visuals, and tone.
2. **Content Strategy Development:** To develop and implement a comprehensive content strategy that effectively engages the target audience, including migrants and local communities, while promoting the COMPASS programme's goals.
3. **Capacity Building:** To train the COMPASS team members responsible for managing the social media accounts, ensuring they are equipped with the skills and knowledge to maintain and grow the accounts according to the new strategy.
4. **Performance Tracking:** To set up baseline performance indicators and reporting mechanisms that will allow the COMPASS team to monitor and evaluate the effectiveness of the rebranded social media accounts over time.
5. **Launch and Handover:** To successfully launch the repurposed social media accounts with a set of pre-approved content, and to provide a smooth handover with all necessary documentation and tools for continued operation by the COMPASS team.

IV. TASKS OF THE SERVICE PROVIDER

- **Briefing:** Receive a briefing from the COMPASS team on the strategic aspects and platform to prepare for the strategy session.
- **Strategy Workshop:** Organize and facilitate a strategy workshop to define target audiences, key messages, and operational methods for the Facebook and Instagram accounts.
- **Content Strategy Development:** Develop a content strategy based on the findings from the workshop. This should include defining content types, distribution strategies, and performance goals, distinguishing between organic content and sponsored campaigns.
- **Content Creation:** Design a set of typical assets and templates to facilitate content creation.
- **Account Cleanup:** Access existing accounts to clean them up and implement the look and feel of the COMPASS 2.0 brand, based on the approved strategy and mockups.
- **Training:** Provide training to the personnel responsible for managing the accounts on the new tools and approaches.
- **Final Report:** Deliver a final report summarizing instructions, including all deliverables (with source files for visual assets), and recommendations for future management

V. EXPECTED RESULTS

- **Rebranded Social Media Accounts:** The "Migrants as Messengers" social media accounts on Facebook and Instagram are successfully rebranded and aligned with the COMPASS programme's communication guidelines, including updated visuals, messaging, and overall branding.

- **Comprehensive Content Strategy:** A well-defined content strategy is developed and implemented, tailored to engage the target audience effectively and to support the communication objectives of the COMPASS programme.
- **Capacity Building Completed:** The COMPASS team members responsible for managing the social media accounts are trained and equipped with the necessary skills and knowledge to sustain and grow the accounts according to the new strategy.
- **Baseline Performance Indicators Established:** Clear performance indicators and reporting mechanisms are established to monitor the success and impact of the rebranded social media accounts, with initial data available for future comparison.
- **Initial Content Published:** A set of at least six ready-made publications are posted on each rebranded account, ensuring that the accounts are active and reflect the new direction from the outset.
- **Final Report Delivered:** A comprehensive final report is provided, including a summary of the work done, instructions for ongoing management, and all deliverables such as source files for visual assets and templates.

VI. METHODOLOGICAL APPROACH

Initial Consultation and Briefing:

Conduct a thorough consultation with the COMPASS Communications Team to understand the specific objectives, target audience, and desired outcomes for the repurposed social media accounts.

Review the existing "Migrants as Messengers" accounts to assess current content, engagement levels, and areas needing improvement.

Strategy Development:

Facilitate a strategy workshop with key stakeholders to define the content strategy, including audience segmentation, key messages, and content themes.

Develop a comprehensive strategy document outlining the editorial direction, branding guidelines, and performance targets for the rebranded accounts.

Content Planning and Creation:

Based on the strategy, create a content calendar that outlines the type, frequency, and format of posts for Facebook and Instagram.

Design and develop content templates and assets that align with the COMPASS brand, ensuring they are adaptable for various content types (e.g., posts, stories, videos).

Account Cleanup and Rebranding:

Gain access to the existing accounts to perform a cleanup of outdated or irrelevant content.

Implement the new branding elements, including updated profile images, banners, and page layouts, based on approved mockups.

Training and Capacity Building:

Deliver training sessions to the COMPASS team members responsible for managing the accounts, focusing on content creation, engagement tactics, and using analytics tools to monitor performance.

Provide detailed documentation and guidelines to ensure the team can maintain the strategy independently.

Monitoring and Reporting:

Establish baseline metrics to track the performance of the rebranded accounts over time.

Prepare a final report summarizing the methodology, outcomes, and recommendations for ongoing management of the accounts.

Feedback and Iteration:

Collect feedback from the COMPASS Communications Team throughout the process to ensure the approach aligns with their expectations.

Make necessary adjustments based on this feedback to optimize the strategy and deliverables.

VII. REQUIRED AND DESIRED SKILLS AND EXPERIENCE

1. Digital Marketing Expertise:

- Proven track record in executing successful digital marketing campaigns, particularly in the non-profit sector or for social causes.
- In-depth knowledge of the latest digital marketing trends, tools, and best practices, including social media management, content creation, and audience engagement strategies.

2. Understanding of Migration Issues:

- Strong understanding of migration-related issues, particularly those relevant to the 14 COMPASS target countries, including socio-political and cultural dynamics.
- Experience in developing communication strategies that resonate with migrant communities and effectively address their needs and concerns.

3. Multilingual Capabilities:

- Ability to work in English, French, and Arabic, with additional knowledge of local languages in the target countries being an asset.
- Demonstrated cultural sensitivity and ability to craft messages that are culturally appropriate and effective across different regions.

4. Analytical Skills:

- Strong analytical skills to interpret data and measure the performance of campaigns, including proficiency in using key analytics tools (e.g., Google Analytics, social media insights).
 - Experience in setting up performance metrics and reporting mechanisms to track and optimize campaign outcomes.
5. **Creative Content Design:**
- Expertise in designing various creative forms of digital content, including visuals, videos, and social media plans that effectively communicate messages and engage audiences.
 - Ability to tell compelling stories that capture the experiences and aspirations of migrants, enhancing engagement and understanding.

Desired Experience:

1. **Familiarity with IOM or COMPASS Programmes:**
 - Previous experience working with IOM or similar international organizations, with a good understanding of the COMPASS programme's communication style and brand.
 - Familiarity with the operational contexts of the COMPASS target countries and the specific challenges related to migration in these regions.
2. **Training and Capacity Building:**
 - Experience in delivering training and capacity-building sessions for teams, particularly in the area of digital marketing and social media management.
 - Ability to create training materials and documentation that are clear, comprehensive, and tailored to the needs of the trainees.
3. **Technical Proficiency:**
 - Proficiency in using a range of digital tools and platforms for content creation, social media management, and analytics.
 - Knowledge of graphic design software, video editing tools, and content management systems (CMS) is highly desirable.
4. **Flexibility and Adaptability:**
 - Ability to work in a dynamic environment and adapt to changing requirements and feedback.
 - Willingness to collaborate with a diverse team across different time zones and cultural contexts.

VIII. LANGUAGES

English:

- Primary language for all formal communication, report writing, and training sessions.
- All documents, deliverables, and correspondence with the COMPASS team and other stakeholders will be conducted in English.

IX. APPLICATION DOSSIER COMPOSITION

1. Technical Proposal:

- A detailed document outlining the candidate's understanding of the mission's objectives and expectations.
- The proposed methodology to achieve these objectives, including a detailed work plan with key milestones, deliverables, and deadlines.
- A description of the tools, techniques, and approaches the candidate plans to use to complete the assigned tasks.
- Case studies or examples of similar previous work, particularly those undertaken in the field of migration or for non-profit programs.

2. Financial Proposal:

- A detailed budget, including the hourly fees for each team member involved in the project, as well as the total costs.
- The budget should be all-inclusive, covering all associated costs, and should not have hidden or separately listed fees for additional services or resources.
- The fees should be expressed in Euros, and as an all-inclusive total amount, excluding VAT.

3. CVs of Team Members:

- The curricula vitae of the key team members who will be involved in the assignment, with a focus on their relevant experience and skills related to the objectives of the mission.
- A brief description of the roles and responsibilities of each team member within the project.

4. References:

- Provide at least three professional references from previous clients or partners, including contact details and a brief description of the projects undertaken for them.

Submission Instructions:

Please send the completed application to the following email address: procurementdkr@iom.int.

X. EVALUATION CRITERIA AND SCORING

1. Technical Proposal (70 points)

- **Understanding of the Assignment (20 points):**
 - Demonstrated understanding of the project's objectives and requirements.
 - Clarity and comprehensiveness of the proposed approach to meet the objectives.
- **Methodological Approach and Work Plan (20 points):**
 - Quality and feasibility of the proposed methodology and work plan.
 - Alignment with the timeline and deliverables outlined in the Terms of Reference (TOR).
- **Experience and Expertise of the Service Provider (20 points):**
 - Relevant experience in digital marketing, particularly within the non-profit sector or related to migration issues.
 - Proven track record of successful project implementation, demonstrated through case studies or similar projects.
 - Experience working in the COMPASS target countries or similar contexts.
- **Team Composition and Expertise (10 points):**
 - Qualifications and experience of the proposed team members.
 - Appropriateness of the team composition to carry out the assignment effectively.

2. Financial Proposal (30 points)

- **Cost-effectiveness (15 points):**
 - Competitive pricing relative to the scope of services.
 - Clear and detailed breakdown of costs in line with the activities proposed.
- **Budget Feasibility (15 points):**
 - Reasonableness of the budget in relation to the deliverables.
 - Inclusion of all costs within the proposed budget, avoiding hidden fees.

3. Additional Criteria

- **Compliance with Submission Requirements:**
 - Adherence to the submission guidelines and completeness of the proposal package.
 - All required documents and information provided as per the TOR.

Scoring Methodology

Proposals will be scored on a scale from 0 to 100 points. The technical proposal will account for 70% of the total score, and the financial proposal will account for 30%. Proposals that score below a certain threshold (e.g., 50 points) in the technical evaluation may not be considered for the financial evaluation.

The proposal with the highest combined score from both the technical and financial evaluations will be considered the most responsive and will be recommended for the assignment.

