

## REQUEST FOR QUOTATION (RFQ)

To interest parties	Date: July 16, 2015
	Reference: LAC 62 2015 – Social Media Campaign Consultant

Dear Sir / Madam:

We kindly request you to submit your quotation as per terms of reference/specifications, detailed in Annex I of this RFQ.

**Quotations may be submitted on or before July 27, 2015 (14:00 hours - Panama local time) and via e-mail to the address below:**

UN WOMEN

Reference: LAC RFQ 62 2015 – Social Media Campaign

e-mail: [procurement.one@unwomen.org](mailto:procurement.one@unwomen.org)

Quotations submitted by email must be limited to a maximum of 10 MB, virus-free and no more than 3 email transmissions. They must be signed and in .pdf format, free from any form of virus or corrupted contents, or the quotations shall be rejected.

It shall remain your responsibility to ensure that your quotation will reach the address above on or before the deadline. Quotations that are received by UN WOMEN after the deadline indicated above, for whatever reason, shall not be considered for evaluation.

Conditions	
Payment Terms	Please refer to the Annex I – Expected Deliverables.
Validity of Quotation	60 days
Preliminary Examination - Completeness of quotation.	Please refer to Annex I - Evaluation
Value Added Tax on Price Quotation	Must be exclusive of VAT and other applicable indirect taxes
Contact Person for Inquiries (Written inquiries only)	Submitted to <a href="mailto:procurement.one@unwomen.org">procurement.one@unwomen.org</a> on or before July 22 , 2915 (16.00 hours – Panama local time).
General Conditions of Contract	For <a href="#">Services</a>

At any time during the validity of the quotation, no price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UN Women after it has received the quotation. At the time of award of Contract or Purchase Order, UN Women reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFQ shall be subject to the General Conditions attached hereto. The mere act of submission of a quotation implies that the vendor accepts without question the General Conditions of UN Women herein attached.

The UN Women has set out a vendor protest procedure intended to afford an opportunity to appeal to persons or firms not awarded a purchase order or contract in a competitive procurement process. **It is not available to non-responsive or non-timely proposers/bidders or when all proposals/bids are rejected.** In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link: <http://www.unwomen.org/en/about-us/procurement/vendor-protest-procedure>

Thank you and we look forward to receiving your quotation.

Sincerely yours,

Procurement Unit

ANNEX I: TERMS OF REFERENCE

Objective	To contract a social media campaign consultant to Support the implementation of an online campaign in order to promote the HeForShe movement in Latin America and the Caribbean.
Duración	12 months
Unidad organizacional	UN Women Regional Office for the Americas and Caribbean
Área de experticia	Mass communication and graphic design
Lugar de destino	Home based

I. BACKGROUND

UN Women Regional Office for the Americas and Caribbean seeks to enlist a Social Media Campaign Consultant (junior-level) to support the implementation of an online campaign to promote the HeForShe movement in Latin America and the Caribbean. S/he will assist the Campaign Manager in developing and implementing social media platforms and plans, engage in targeted influencer outreach, develop different online assets, including graphic and visual elements for online platforms and campaigns, and develop reports for strategic outreach. The overall objective of the LAC social media strategy is to increase online adhesions to the global campaign through the [www.heforshe.org](http://www.heforshe.org) website.

II. ACTIVITIES AND SCOPE OF WORK

Under the supervision of the Campaign Manager, the Social Media Campaign Consultant will be responsible for the following activities:

Activity 1	Develop social media platforms (Facebook, Twitter, Instagram, Google+ and others upon agreement) and monthly social media plans with various online activities (Twitter chats, Google+ Hangouts and others), in line with the overall HeForShe campaign regional strategy.
Activity 2	Implement social media activities in line with the social media plans and communications strategies.
Activity 3	Coordinate the development of campaign assets, such as graphic and visual elements related to the campaign.
Activity 4	Contribute content to HeForShe LAC social media accounts on a weekly basis by drafting messages for relevant social media platforms, and other relevant social media platforms.
Activity 5	Engage in targeted partner and influencer outreach for HeForShe LAC online platforms.
Activity 6	Live tweet from relevant events.
Activity 7	Use analytics to measure engagement and the reach of the campaign, and adapt social media plans accordingly. Expand UN Women’s analytics tools and create monthly reports.

III. EXPECTED DELIVERABLES

The consultant will present a report for each activity performed which also include an evaluation of the development of objectives and an assessment of the scope, knowledge and regional visibility of the Campaign.

Activity	Deliverables	Timeframe
Activity 1	<ul style="list-style-type: none"><li>Social media platforms (Facebook, Twitter, Instagram, Google+) online and active.</li><li>Social media plan for 12 month period finalized.</li></ul>	August 31 2015
Activity 2	<ul style="list-style-type: none"><li>Activities included in above-mentioned social media plan implemented.</li></ul>	Monthly
Activity 3	<ul style="list-style-type: none"><li>At least 8 graphic/visual elements developed.</li></ul>	Monthly from August 2015 to July 2016
Activity 4	<ul style="list-style-type: none"><li>Posted at least 45 tweets per month</li></ul>	

	<ul style="list-style-type: none"> <li>▪ Posted at least 20 Facebook posts per month</li> <li>▪ Posted at least 15 Instagram posts per month</li> <li>▪ Posted at least 20 Google+ posts per month</li> </ul>	Monthly
Activity 5	<ul style="list-style-type: none"> <li>▪ Reached out to at least 2 influencers per mini-campaign/ International Day.</li> </ul>	Per mini campaign
Activity 6	<ul style="list-style-type: none"> <li>▪ Live tweets since at least from 5 events during the contract period.</li> </ul>	As request
Activity 7	<ul style="list-style-type: none"> <li>▪ Create at least one analytics report per month</li> </ul>	Monthly

Payments will be made according to the following schedule of disbursements in local currency and will be disbursed over a period of 30 days upon delivery and acceptance of the expected product/s.

Payment condition
Monthly payments at 12 disbursements after provision of invoice and delivery and acceptance of the expected products.

**IV. MINIMUM REQUIREMENTS**

- Degree in Communications, Journalism, Graphic Design, Online Media or similar.
- Proven experience in communications, graphic design, writing and editing (should be capable of providing relevant portfolio upon request).
- 2 years of experience in the strategic use and monitoring of social media.
- Fluent in English and Spanish; knowledge of Portuguese/French will be a plus.
- Proficient in using new technologies and web-based platforms.
- Familiar with HeForShe campaign and LAC Region.
- Self-starter; organized; able to multitask and balance multiple responsibilities with limited supervision.

**V. Evaluation**

The evaluation will follow the following procedure:

**a. Preliminary examination**

Prior to the detailed evaluation of each offer UN Women will undertake a preliminary examination of the offers. UN Women may reject any offer during the preliminary examination which does not comply with the requirements set out in this solicitation document, without further consultation with the bidder.

Offers will not be considered for further evaluation in cases where:

- They are incomplete (i.e. does not include all required data and documents as specified).
- The offer has not been signed properly and/or not signed.
- The validity of the offer is not in accordance with the requirements.
- The technical and financial documents have not been submitted.
- If the bidder does not accept the correction of arithmetical errors.
- Offers and modification to offers submitted to any other address or location, or copied to an e-mail address other than the address specified.

Offers which are incomplete frivolous, clearly not compatible, or contain material deviations from or reservations to the terms of the contract, may in UN Women’s absolute discretion, be rejected or excluded from further consideration at any time during the evaluation, including after preliminary evaluation.

**b. Technical Evaluation**

The evaluation committee will be evaluated based on: lowest priced, technically compliant offer methodology, as explained below.  
The lowest priced offer among the technically compliant/responsive offers is selected when RFQ are reviewed based on a pass/fail method.

**c. Financial Evaluation**

The lowest price serves as the overriding measure upon which to award the contract from among the suppliers that meet the minimum requirements, unless the offer is rejected for a specific reason (e.g., the offer failed to deliver a product).

The evaluation chart that will be applied for the competition is explained below:

Evaluation criteria	Comply/ Not comply
<b>I. Preliminary/administrative examination</b>	
<ul style="list-style-type: none"> <li>Curriculum Vitae</li> <li>Minimum of 2 labor references that include contact phone, and e-mail.</li> <li>Scan diploma/s or degree in order to evidence the academic criteria.</li> <li>Show sample of 5 most important/relevant portfolio works.</li> <li>Financial offer with a validity of 60 days duly signed.</li> </ul>	
<b>II. Technical Evaluation</b>	
Academic background <ul style="list-style-type: none"> <li>Degree in Communications, Journalism, Graphic Design, Online Media or similar.</li> </ul>	
Work experience <ul style="list-style-type: none"> <li>Proven experience in communications, graphic design, writing and editing.</li> <li>2 years of experience in the strategic use and monitoring of social media.</li> </ul>	
Competencies***	
<ul style="list-style-type: none"> <li>Excellent ability to communicate with stakeholders.</li> <li>Technical competence in the thematic areas to be evaluated.</li> <li>Process management skills, including facilitation and communication skills.</li> <li>Knowledge of the role of UN Women and its programming, coordination and normative roles at the regional and country level.</li> <li>Proficiency in Spanish and working knowledge of English.</li> </ul>	
Proven working experience in El Salvador, proved by professional references.	
<b>III. Financial Evaluation</b>	
Lowest priced offer	

\*\*\*The criteria will be qualified through interview and/or test to those consultants who qualify the educational background and work experience criteria.

**VI. OFFER SUBMISSION**

Consultants shall submit the following documents in electronic file in PDF format:

- Technical offer duly signed according to the terms of reference with:
  - Include Curriculum Vitae.
  - Scan diploma or degree.
  - Include a minimum of 2 labor references that include contact phone, and e-mail (in case of negative reference, the offer will be disqualified).
  - Sample of 5 most important/relevant portfolio works.
- Financial offer with a validity period of 60 days duly signed.

Offers will be received as indicated:

- Reference: LAC RFQ 62 2015 – Social Media Campaign
- Deadline for submission: on or before July 27, 2015 (14:00 hours - Panama local time)
- Email: [procurement.one@unwomen.org](mailto:procurement.one@unwomen.org)

It is important that the bidders are informed of the following:

- This is an open competition for natural individuals only.
- Applications received from companies and/or that includes more than one individual will not be considered.
- No offers at a later date are set to be received.

## ANNEX II: CONDITIONS OF SERVICE - CONSULTANTS

### 1. STATUS OF CONSULTANT

*The consultant shall be considered as having the legal status of an independent contractor and as being an expert on Mission for the purpose of the Convention on the Privileges and immunities of the United Nations. The consultant shall not be considered in any respect as being a staff member of the United Nations or of UNWOMEN.*

### 2. RIGHTS AND OBLIGATIONS OF THE CONSULTANT

*a. The rights and obligations of the consultant are strictly limited to terms and conditions of this contract. Accordingly, the consultant shall not be entitled to any benefit, payment, subsidy, compensation or entitlement, except as expressly provided in this contract.*

*b. The consultant shall be solely liable for claims by third parties arising from the consultant's own negligent acts or omissions in the course of performing this contract and under no circumstances shall UNWOMEN be held liable for such claims by third parties.*

*c. The title rights copyrights and all other rights of whatsoever nature in any material produced under the provisions of this contract shall be vested exclusively in UNWOMEN.*

### 3. UNPUBLISHED INFORMATION

*a. The consultant shall not communicate with any person, government, or other entity external to UNWOMEN any unpublished information made known to the consultant by reason of his or her association with UNWOMEN except as required by this contract or upon written authorization by UNWOMEN*

*b. The consultant shall not advertise or publicize his or her association with UNWOMEN under this contract, nor shall the name, emblem, or official seal of UNWOMEN be used for business or professional purposes or otherwise without the prior written approval of UNWOMEN. This provision shall survive the expiration or termination of this contract.*

### 4. TERMINATION

*a. Either party may terminate this contract at any time by giving the other party five days' notice, in the case of contracts for a total duration of less than two months, and fourteen days in the case of contracts for a longer period, unless some other period of notice is specified on the front side of this contract, in which case that period of notice will prevail. In the event of such termination, the consultant shall be compensated for the actual amount of work performed to the satisfaction of UNWOMEN on a pro rata basis.*

*b. UNWOMEN shall have the right to withhold a reasonable amount of payment due to the consultant if UNWOMEN has to incur additional costs resulting from termination of this contract by the consultant in a manner contrary to the preceding subsection, or from failure by the consultant to complete the terms of this contract to the satisfaction of UNWOMEN.*

### 5. TRAVEL

*If consultants are required by UNWOMEN to travel beyond commuting distance from their usual place of residence, UNWOMEN will provide an airline ticket, or if not, the consultant will be entitled to reimbursement of airfare for UNWOMEN authorized travel, upon presentation of used airline stubs in an amount not to exceed the economy class fare or excursion fare, if applicable. For UNWOMEN authorized travel, the consultant will receive a daily subsistence allowance at United Nations authorized rates when traveling. Other necessary travel related expenses may be reimbursable on the basis of UNWOMEN's current practice and authorized rates.*

### 6. COMPENSATION FOR SERVICE-INCURRED INJURY

*a. In the event of death, injury or illness attributable to the performance of services on behalf of UNWOMEN under the terms of this contract, the consultant shall be entitled to compensation equivalent to the compensation which would be payable under Appendix D to the Staff Rules of the United Nations to a staff member of the United Nations of similar rank, but not higher than the rank of Director, such compensation to be determined by UNWOMEN on the basis of those Staff Rules.*

*b. The provisions of the preceding subsection shall not apply if the consultant is not required by UNWOMEN to undertake travel on mission under this contract.*

*c. In all circumstances the consultant shall be responsible to take out, at his or her own expense, medical insurance covering the period of this contract as the consultant may consider advisable.*

*d. No compensation shall be payable under this paragraph unless the required medical certificate of good health is received by UNWOMEN prior to the consultant's departure on assignment.*

### 7. ARBITRATION

*Any dispute arising out of or in connection with this contract shall be submitted to arbitration in New York by a single arbitrator agreed to by both parties. If attempts at settlement by negotiation will have failed. If the parties are unable to agree on a single arbitrator within thirty days of the request for arbitration, then each party shall proceed to appoint one arbitrator and the two arbitrators thus appointed shall agree on a third. Failing such agreement, each party may request the appointment of the third arbitrator by the President of the United Nations Administrative Tribunal. The arbitrator(s) shall rule on the costs which may be divided between the parties. The decision rendered in the arbitration shall constitute final adjudication of the dispute.*

### 8. TAXATION

*No statement of earnings will be issued by UNWOMEN to the consultant. The consultant is responsible for any taxes levied on the monies received under this contract.*

### 9. OTHER PROVISIONS

*a. If the consultant is not required to travel abroad payment will be made in the currency of the country of his/her usual residence. If the consultant is required to travel outside of the country of his/her usual residence payment may be made in another currency. In accordance with the above please provide UNWOMEN in the Certification of Payment Form, the complete banking details to effect payment.*

*b. Bank charges related to any payment are the responsibility of the consultant.*