

REQUEST FOR PROPOSALS

<u>Purpose:</u>	Social Media Influencer Coordinator Contract – Nigeria (BA-N)
<u>Issuance Date:</u>	March 29 th , 2022
<u>Deadline for Submissions:</u>	April 11 th , 2022, on or before 5pm

Breakthrough ACTION-Nigeria is a USAID flagship Social and Behavior Change project with the goal of increasing the practice of priority individual and household level behaviors in the areas of malaria; maternal, newborn, child health and nutrition; family planning and reproductive health (RH); tuberculosis, COVID-19 and Zoonotic Diseases. The project is currently implementing community-level activities in 11 states including the FCT, while also conducting social media campaigns to amplify community and traditional media activities.

Job Description

BA-N seeks to engage the services of a company that will coordinate promotion of SBC messages through influencers across social media platforms in close collaboration with the Knowledge Management team of Breakthrough ACTION-Nigeria to create awareness and visibility for key thematic areas. The contract will be for a period of 1 year subject to renewal based on satisfactory performance and available funding.

Specific duties

- Engage required number of social media influencers on Facebook, Twitter and Instagram per time to post key SBC messages developed and/or reviewed by BA-Nigeria.
- Ensure micro-influencers use a creative approach to pass key SBC messages
- Leverage the social media influencers to foster organic conversations around thematic topics.
- Submit a comprehensive report with analytics from specific campaigns with verifiable data across Facebook, Twitter and Instagram.
- Interface and coordinate social media influencers activity including payments.

Essential Requirements/Selection Criteria

- Verifiable links to social media influencers, provide links to previous campaigns clearly showing social media influencers worked with in the past
- At least two years' experience coordinating social media-influencers for social media campaigns, state number of years clearly and provide links to verifiable campaigns done within the period.
- Must have conducted similar work for reputable organizations in the last one year, Provide list and contact details of at least 3 organizations.
- Review of technical proposal to determine capacity to accomplish BA-N's scope of work. Ensure proposal clearly captures duties listed above and how your company can achieve them.
- Price – submit cost per campaign by weekly or monthly duration, number of influencers and minimum reach to accomplish the campaign goal. Include administrative cost if applicable as a separate cost.

Eligibility of Bidders

All bidders must show their eligibility to participate in this procurement by providing copies of the following documents.

- Legal Certificate of Incorporation in Nigeria – Submit as a single document with no other attachments.
- Tax Identification Certification – submit as a single document with no other attachments
- Company Profile of not more than 5 pages; with verifiable business address, valid email with telephone numbers and point of contact for the organization.

Submission of Quotes - All bids must be on company's official letter head, duly signed and dated and emailed to batenders@ba-nigeria.org . Please ensure that proposals capture all the requirements for selection. Any questions should be emailed to the procurement team at batenders@ba-nigeria.org . Any bids received without following the submission instructions will be disqualified.

Only shortlisted vendors will be contacted for further discussions.

Proposals should be addressed to;

**Project Director,
Social Media Influencer Coordinator Contract for Breakthrough ACTION-Nigeria
Abuja.**

Payment Terms.

Please state your payment terms while quoting. However, BA-N's preferred term is full payment after receipt of goods & services, when all invoices have been received and certification of products.

BA-N is VAT exempt, so please do not include VAT fees when quoting. **Also note that BA-N will deduct withholding tax at the applicable rate (10%) from the total value, to be remitted to FIRS.** Payment will be made after submission of vendor invoice and acceptance/certification of items by BA-N.

Note

BA-N reserves the right to consider any quotations received before and after the end of the deadline. Any deviation from the specifications contained in the RFQ will lead to the vendor's **DISQUALIFICATION**.

Award will be made to the responsible applicant(s) whose application(s) best meets the requirements of this RFP and the selection criteria contained herein. Issuance of this RFP does not constitute an award commitment on the part of CCP or its funding agency. Applications are submitted at the risk of the applicant and all preparation and submission costs are at the applicant's expense. Applicants must provide all required information in their application or may be deemed non-responsive.

JHU reserves the right (but is not under obligation to do so) to enter discussions with one or more applicants in order to obtain clarifications, additional detail, or refinements in the application. Oral discussions may be conducted. JHU reserves the right to award either the entire scope of work to one applicant or a partial scope of work to more than one applicant.