**SOCIAL MEDIA CAMPAIGN MANAGEMENT AND CONTENT PRODUCTION RFP No: LRI-RFP-202311-073**

**ATTACHMENT 3, Budget**

As part of your technical and financial proposal, Creative requires you to identify key personnel who will be involved in this project and provide their CVs and daily rates. The following labor categories **are illustrative** of the roles we anticipate will be needed for the effective execution of the project:

**Social Media Strategist:** Responsible for developing and implementing the overall social media strategy.

**Content Creator/Writer:** Tasked with creating engaging written content for social media platforms.

**Graphic Designer:** Will create visually appealing images and graphics for social media posts.

**Video Producer:** Responsible for producing videos for social media, including scriptwriting, filming, and post-production.

**Photographer:** Will take high-quality photos for use on social media and other platforms.

**Social Media Manager:** Will manage the social media accounts of local partners, including posting updates, responding to comments and messages, and monitoring analytics.

**Social Media Analyst:** Will track and analyze social media metrics to evaluate the effectiveness of the campaign.

**Translator/Local Language Expert:** Responsible for translating content into local languages spoken in the northern regions of Ghana.

**Project Manager:** Will oversee the project, ensuring that all tasks are completed on time and within budget, and serve as the main point of contact between the team and the client.

**Community Engagement Specialist:** Will work closely with local partners to amplify their social media campaigns.

For each of these roles, please provide the following:

* Name of the individual(s) proposed for the role.
* A current CV outlining their experience and qualifications relevant to the role.
* The proposed daily rate for the individual.

Please note that the exact titles and responsibilities may vary based on your team structure and proposed approach to the project. The number of roles and the level of

expertise required for each role will also depend on the scale and complexity of the social media campaigns you propose to manage.

# ATTACHMENT 3, BUDGET

*\*Note: Offerors should modify or add line items as needed.*

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| --- | --- | --- | --- | --- | --- |
| **Position** | **Role** | **Names** | **Qualification** | **Years of experience** | **Daily rate**  **(GHC)** |
| **Social Media Strategist** | *Responsible for developing and implementing the overall social media strategy.* |  |  |  |  |
| **Content Creator/Writer** | *Tasked with creating engaging written content for social media platforms.* |  |  |  |  |
| **Graphic Designer** | *Will create visually appealing images and graphics for social media posts.* |  |  |  |  |
| **Video Producer** | *Responsible for producing videos for social media, including scriptwriting, filming, and post-production.* |  |  |  |  |
| **Photographer** | *Will take high-quality photos for use on social media and other platforms.* |  |  |  |  |
| **Social Media Manager** | *Will track and analyze social media metrics to evaluate the effectiveness of the campaign.* |  |  |  |  |
| **Social Media Analyst** | *Will track and analyze social media metrics to evaluate the effectiveness of the campaign.* |  |  |  |  |
| **Translator/Local Language Expert** | *Responsible for translating content into local languages spoken in the northern regions of Ghana.* |  |  |  |  |
| **Project Manager** | *Will oversee the project, ensuring that all tasks are completed on time and within budget, and serve as the main point of contact between the team and*  *the client.* |  |  |  |  |
| **Community Engagement Specialist:** | *Will work closely with local partners to amplify their social media campaigns.* |  |  |  |  |