**Introduction**

# ATTACHMENT 1, SCOPE OF WORK

**Social Media Campaign Management and Content Production**

The Littorals Regional Initiative (LRI) program, implemented by Creative Associates International and funded by USAID/OTI, is a critical strategic endeavor to enhance stability in coastal West Africa. Centered on the nations of Ghana, Togo, and Benin, the LRI program strives to address significant challenges facing these regions, including intra- Muslim tensions, farmer-herder conflicts, and land and chieftaincy disputes. These dynamics could provide avenues for violent extremist organizations (VEOs) to expand their influence and destabilize these critical regions if left unaddressed.

To counter these threats, the LRI program works on multiple fronts. It seeks to increase awareness of preventing violent extremism among local government and critical stakeholders, address destabilizing dynamics, reduce youth vulnerabilities, and strengthen women’s role in conflict mitigation. The program collaborates closely with local partners, including civil society organizations, religious leaders, and media actors, to achieve these objectives.

One of the LRI program’s strategies is leveraging the power of social media to reach out to, engage with, and empower the target communities. This Blanket Purchase Agreement (BPA) seeks one or multiple individuals or firms with proven expertise in managing social media campaigns and producing engaging and culturally sensitive content. The selected individual or firm will play a significant role in supporting and managing social media campaigns for the LRI activities implemented by local partners, thereby enhancing the reach and impact of these initiatives.

Through this BPA, the LRI program aims to strengthen the social media presence of its local partners, create a platform for dialogue and engagement, and promote a narrative of peace, stability, and empowerment. The selected individual or firm will collaborate closely with local partners to ensure that the social media campaigns are aligned with the on-ground realities, culturally sensitive, and effective in reaching out to and engaging with the target audience.

# Objective of the Blanket Purchase Agreement (BPA)

The main objective of this BPA is to engage individuals and/or firm with proven experience in developing and managing successful social media campaigns, producing engaging video, audio, and written content in various formats, and working collaboratively with local partners to amplify their efforts in empowering women, youth, and minority groups.

# TASKS TO BE PERFORMED

1. **Social Media Campaign Management:**
   * Develop and implement a comprehensive social media strategy for LRI’s local

partners.

* + Create engaging content for social media platforms to raise awareness and promote the programs.
  + Assist in managing social media accounts of local partners, including posting updates, responding to comments and messages, and monitoring analytics.
  + Regularly track and analyze social media metrics to evaluate the effectiveness of the campaign and make necessary adjustments.

# Content Production:

* + Develop scripts for videos and audios that effectively communicate the goals and

impact of the campaigns LRI’s local partners want to carry forward.

* + Ensure the inclusion of local languages in the content to reach marginalized populations in the northern regions of Benin effectively.
  + Coordinate and oversee the production process, including filming, editing, and post-production.
  + Take professional photos and videos as directed by Creative’s Communications

team and LRI staff.

# Collaboration with Local Partners

The selected individuals and firms will work closely with local partners, including civil society organizations (CSOs) and local government officials, to amplify their social media campaigns. This includes providing technical assistance, sharing best practices, and collaborating on content creation.

# Deliverables and Timeline

* + Regular progress reports on social media campaign performance, including metrics and analytics.
  + Timely delivery of high-quality videos, audio, and other content as per agreed- upon schedule.
  + Series of professional photographs and videos, including individual video and audio interviews based on formats established by Creative and LRI, as well as b-roll of locations, individuals, and related matters, on an external hard drive (provided by Creative).
  + Signed consent forms from interviewees using the form provided by Creative.
  + Log video in a Microsoft Word document based on criteria established by Creative and LRI.
  + All photos tagged based on criteria established by Creative.
  + The engagement period and specific timelines for each assignment will be determined in consultation with USAID/OTI LRI.

# EQUIPMENT

The Consultant must demonstrate that he/she has the equipment required to perform the work as described in the Statement of Capabilities. He/she will provide the list and technical characteristics of the equipment he/she has and that he/she masters.

# WORK ASSIGNMENT

Consultants with the requisite qualifications will be given a Blanket Consulting Agreement under which specific work assignments will be ordered on an ad hoc basis, subject to consultant’s availability. Consultants may be required to compete against other similarly qualified consultants, though generally work will be assigned and negotiated directly with the consultant.

# OTHER MATTERS

At the time of Blanket Consulting Agreement signature, the Consultant and LRI will agree on a Work location. When travelling outside of the Work Location for assignments, Creative will pay Meals & Incidental Expenses (M&IE) and accommodation based on its travel policy.

# Required/Desired Qualifications for Social Media Campaign Management and Content Production

1. Proven track record in managing successful social media campaigns, preferably in the peace and security, and conflict resolution sectors.
2. Experienced working with local CSOs, local authorities, and various media outlets.
3. Proficiency in scriptwriting, video production, and photography, with a portfolio showcasing previous work.
4. Familiarity with marginalized populations and experience in effectively communicating with and representing their voices.
5. Knowledge of local languages in the northern regions of Ghana is an advantage.
6. Minimum of three (3) years of work experience in photography and videography required.
7. Ability to edit video in Adobe Premiere Pro strongly preferred.
8. Strong written and oral communication skills in English.
9. Proficiency at using Microsoft Office software, particularly Word, is required.

# SUBMISSION

Please submit the following by email:in a Word or PDFdocument or in an email:

* 1. Technical proposal
  2. Financial proposal: Please fill out the Attachment III annex (Budget)
  3. List of equipment available for Social Media Campaign Management and Content Production
  4. Updated CV of proposed staff and relevant work samples (provide youtube or other links).

***Deadline for submission of Proposals***: November 30, 2023. Please send your proposal via email to the attention of [lri-bids@lri-creative.com](mailto:lri-bids@lri-creative.com) with reference subject line:

# LRI-RFP-202311-073- Social Media Campaign Management and Content Production

**ABOUT CREATIVE ASSOCIATES INTERNATIONAL**

Creative Associates International works with underserved communities by sharing expertise and experience in education, elections, economic growth, governance and

transitions from conflict to peace.  Based in Chevy Chase, Maryland, Creative has active projects in more than 30 countries. Since 1977, it has worked in nearly 90 countries and on almost every continent. Recognized for its ability to work rapidly, flexibly and effectively in conflict-affected environments, Creative is committed to generating long- term sustainable solutions to complex development problems.  Creative has grown to become one of the leaders among the U.S. private sector implementers of global development projects. Creative is minority owned and

operated.  [https://www.CreativeAssociatesInternational.com](https://www.creativeassociatesinternational.com/)

# ABOUT USAID OFFICE OF TRANSITION INITIATIVES

The Office of Transition Initiatives (OTI) was created in 1994 to provide fast, flexible, short-term assistance to take advantage of windows of opportunity to build democracy and peace. OTI lays the foundations for long-term development by promoting reconciliation, jumpstarting economies and helping stable democracy take hold. Although our interventions may appear like development activities, they are political in nature and

strategically aligned with the perspectives of local partners, who carry out positive change long beyond the life of an OTI program. [https://www.usaid.gov/stabilization-and-](https://www.usaid.gov/stabilization-and-transitions/background) [transitions/background](https://www.usaid.gov/stabilization-and-transitions/background)

Please note: Candidates must be eligible to work in Ghana without a need for sponsorship.

# COST REASONABLENESS

All Consultants are to submit their daily rate in Ghana cedis for the above-mentioned Scope of Work (SOW) by filling the table in the Attachment 3 (Budget)

Creative will review and determine if rates are allowable, allocable and reasonable.

# SELECTION CRITERIA

The selection will be made based on technical capability and overall best value.

**Technical Evaluation Criteria**

**Understanding of the Scope of Work (20 points)**: This will assess the extent to which the applicant demonstrates a clear understanding of the SoW, the LRI program, and the social media campaign needs of the local partners.

**Technical Approach and Methodology (30 points)**: This will evaluate the applicant's proposed approach and methodology for managing the social media campaigns, producing content, and collaborating with local partners. The assessment will consider the feasibility, innovativeness, and comprehensiveness of the proposed approach.

**Past Performance and Experience (30 points)**: This will assess the applicant's previous experience in managing social media campaigns, producing content, and working with local partners, particularly in the peace and security, and conflict resolution sectors. The assessment will consider the relevance, success, and scale of past projects.

**Qualifications of Key Personnel (15 points)**: This will evaluate the qualifications, skills, and experience of the applicant's key personnel who will be involved in the project. The assessment will consider their expertise in social media campaign management, content production, and collaboration with local partners.

**Language Capability (5 points)**: This will assess the applicant's capability to produce content in local languages spoken in the northern regions of Ghana.

Creative reserves the right to request additional supporting documentation or a revised proposal from an Offeror if insufficient information has been provided in the Offeror’s technical and/or cost proposal.

Creative reserves the right to make no award, or multiple awards, under this RFP.