



SOUTHEAST EUROPEAN LAW ENFORCEMENT CENTER SELEC

ANNOUNCEMENT

Introduction

The contracting authority is the Southeast European Law Enforcement Center (SELEC), a law enforcement international organization located in Bucharest/Romania, 13 September Avenue, No. 1-5, Palace of Parliament, 10th Floor, Phone: +40.21.303 6009, Fax: +40.21.303 607, www.selec.org.

Southeast European Law Enforcement Center, as Beneficiary, is launching a three offers method procedure, in accordance with its Financial Rules and Regulations, in order to contract a Service Provider (legal entity) that offers consultancy services in relation to social media awareness campaigns.

This procedure is part of the implementation of the project F.A.I.T – Fight against illegal trade, project financed by PMI IMPACT – a global grant initiative by Philip Morris International to support projects dedicated to fighting illegal trade and related crimes.

The Service Provider is requested to nominate a Consultant that must comply with the following requirements:

TERMS OF REFERENCE

Consultant

Eligibility criteria:

1. Have a good command of English language;
2. Not have a criminal record;
3. Not have any criminal procedure initiated against him/her;
4. Not be a close relative -by blood, marriage or cohabitance- with any of the members of the SELEC Management.

Requirements:

1. Have minimum five (5) years professional experience in public relations, public administration, media, communications or related field, with minimum 2 years' experience in working in awareness related initiatives;
2. Be capable of establishing and maintaining good interpersonal relations;
3. Have excellent communication skills (both verbally and in writing);
4. High ethics profile;

5. Capacity to review documents, conduct reviews, and undertake independent studies, as well as the ability to identify and assess issues;
6. Ability to work constructively with other team members;
7. A portfolio that proves the international experience and/or expertise in this field shall be considered as an advantage;
8. Experience in working with a law enforcement institution shall be considered as an advantage.

Responsibilities:

- Draft the tender specifications (terms of reference) for launching the tender for contracting the Service Provider that will conduct the social media awareness campaigns;
- Provide information on the social media best practices and trends;
- Develop the key indicators to evaluate the received offers;
- At the Beneficiary's request, offer advice, consultancy and written assessments as regards the evaluation of the received offers;
- Provide and assess the key performance indicators;
- Offer strategic insights and offer feed-back to better meet the campaigns' goal;
- Provide periodical evaluation reports in relation to the implementation of the campaigns, according to its steps;
- Validate with the Beneficiary the strategy to be developed by the Service Provider that will implement the awareness campaigns;
- Work with members of SELEC and external selected Service provider in order to implement adapted communication plans;
- Continuous follow-up with the Service Provider that will be selected for conducting the social media awareness campaigns in order to ensure its smooth implementation;
- Develop periodical assessment reports evaluating the waves of the campaigns against the target and develop a final impact report within the deadline established by the Beneficiary;
- Provide a set of recommendations after the completion of the public awareness campaigns;
- Prepare a post campaign report.

Value

This procedure shall be concluded with the signing of a contract that creates legal binding obligations on the contracting parties at the time of its signature.

The value of the contract is up to 4000 USD (four thousand), without VAT.

Evaluation criteria: Technical compatibility and best price.

Please note that incomplete applications, applications received after the deadline and/or applications in other language than English shall not be taken into consideration.

The selection shall be done following a two steps procedure, firstly the offers shall be evaluated according to the requirements and secondly, the short-listed Service Providers (namely their appointed Consultants) shall be invited for an interview.

Specifications

The Service Provider and its Consultant has to declare that it doesn't have responsibilities involving giving advice or regulation or decision-making in connection with the business and affairs of PMI and its Affiliates.

The services of the Consultant are required throughout the period March- November 2019, for an initial period of 30 working days (to be determined in the contract).

The Consultant shall report to the Beneficiary only.

The Consultant has to be available in maximum three (3) days from the date of concluding the contract, which will contain a confidentiality clause.

The selected Service Provider is incompatible for participating in the future tender(s) that will be launched in relation to the social media awareness campaigns mentioned in this document.

No costs in relation to this acquisition procedure shall be incurred to SELEC.

Documents to be submitted by e-mail:

- Written offer, in English, providing a brief description on how the Consultant will approach and conduct the work, as well the financial offer for these services. The offer shall be dated, signed and stamped.
- Detailed CV in English ;
- Portfolio;
- At least 2 references (in English);
- Declaration (as mentioned above at "Specifications") - dated, signed and stamped.

Important note for e-mail submissions:

Please mention in the subject line "Consultant awareness campaign".

Our system will not accept e-mails that have more than 10 MB. If required, segregate your e-mails to accommodate e-mail data restrictions. For segregated e-mails please use sequence of emails like E-mail 1, E-mail 2, etc in the subject line.

For attachment purposes please only use MS Word, Excel, Power Point, jpeg and PDF formats.

Miscellaneous:

All applicants shall be announced in due time about the outcome of the selection.

All the information collected in relation to this acquisition shall only be used for this purpose and treated confidential.

Deadline: please submit your applications, in English, by e-mail, to secretariat@selec.org until **11 of February 2019 (COB)**.

Should you require any further information, please contact SELEC at telephone no. +40.21.303.6009, or by e-mail at the following address: secretariat@selec.org.