



**SOUTHEAST EUROPEAN LAW ENFORCEMENT CENTER  
SELEC**

SLCS-076 - S

*Bucharest, March 20<sup>th</sup>, 2019*

**ANNOUNCEMENT**

**Evaluator social media awareness campaign**

**Introduction**

The contracting authority is the Southeast European Law Enforcement Center (SELEC), an international organization located in Bucharest/Romania, 13 September Avenue, No. 1-5, Palace of Parliament, 10<sup>th</sup> Floor, Phone: +40.21.303 6009, Fax: +40.21.303 6077, [www.selec.org](http://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, natural authorized person or certified natural person) that offers evaluation 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 Evaluator must comply with the following requirements:

**TERMS OF REFERENCE**

**Evaluator**

**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:**

1. Provide information on the social media best practices and trends;
2. Establish key indicators to evaluate the strategies of the campaigns, and assist the Beneficiary in evaluating the proposed strategies for conducting the social media awareness campaigns;
3. Offer strategic insights and offer feed-back to better meet the campaigns' goal;
4. Develop periodical assessment reports evaluating the waves of the campaigns against the target, and develop a final impact report in the period October-November 2019;
5. Provide a set of recommendations after the completion of the public awareness campaigns.

**Value of the contract**

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.

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 shall be invited for an interview.

**Specifications**

The services of the Evaluator are required for several days throughout the period April - November 2019, depending on the milestones that will be mutually agreed, in particular: at the beginning of the contract (to assist the Beneficiary with the selection of the proposed strategy), during the implementation of the campaigns (for assessing the effects of the campaigns and making proposals, depending on the steps/waves of the chosen strategy) and at the end of the campaign (for preparing the final assessment report, in October-November 2019).

It is considered a case of incompatibility for the Evaluator to be an employee or collaborator of the Service Provider who will conduct the awareness campaigns.

The Evaluator shall report to the Beneficiary only.

**Documents to be submitted by e-mail:**

- Written offer, in English, providing a brief description on how the Evaluator will approach and conduct the work, as well the financial offer for these services. The offer shall be dated, signed and stamped;
- Certificate of incorporation, as the case may be;
- Detailed CV of the Evaluator (in English);
- Portfolio;
- Declaration 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 - dated, signed and stamped;
- Declaration regarding criminal record (if awarded, the criminal record issued by the Police authority has to be provided);
- Certificate of English language competences or signed declaration related to the English language knowledge;
- Professional certificates, if any.

**Important note for e-mail submissions:**

Please mention in the subject line "Evaluator 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:**

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

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

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](mailto:secretariat@selec.org) until **27 of March 2019**.

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](mailto:secretariat@selec.org).