

Terms of reference



Empowered lives.
Resilient nations.

GENERAL INFORMATION

Title: Digital Marketing Strategy Consultant for Pulse Lab Jakarta

Project Name : Pulse Lab Jakarta

Reports to: Project Manager

Duty Station: Jakarta

Expected Places of Travel (if applicable): 0

Duration of Assignment: 35 days

REQUIRED DOCUMENT FROM HIRING UNIT

	TERMS OF REFERENCE
	CONFIRMATION OF CATEGORY OF LOCAL CONSULTANT , please select :
	(1) Junior Consultant
	(2) Support Consultant
	(3) Support Specialist
	(4) Senior Specialist
	(5) Expert/ Advisor
	CATEGORY OF INTERNATIONAL CONSULTANT , please select :
	(6) Junior Specialist
	(7) Specialist
	(8) Senior Specialist
X	APPROVED e-requisition

REQUIRED DOCUMENTATION FROM CONSULTANT

X	CV
X	Copy of education certificate
X	Completed financial proposal
X	Completed technical proposal

Need for presence of IC consultant in office:

☒partial : the consultant can work remotely or in the office as needed

☐Intermittent (explain)

☐full time/office based (needs justification from the Requesting Unit)

Provision of Support Services:

Office space: ☐Yes ☒No

Equipment (laptop etc): ☐Yes ☒No

Secretarial Services ☐Yes ☒No

If yes has been checked, indicate here who will be responsible for providing the support services: N/A

Signature of the Budget Owner:.....

I. BACKGROUND

Global Pulse is an innovation initiative in the Executive Office of the United Nations Secretary-General, harnessing today's new world of digital data and real-time analytics to gain a better understanding of changes in human well-being. Global Pulse is being implemented as a global network of Pulse Labs, bringing together expertise from UN agencies, governments, academia, and the private sector to research, develop, test and share tools and approaches for harnessing real-time data for more effective and efficient policy action. For more information on Global Pulse go to www.unglobalpulse.org.

Pulse Lab Jakarta

Global Pulse established a Pulse Lab in Jakarta in 2012 in partnership with the Government of Indonesia. Pulse Lab Jakarta functions as an open innovation space where policy experts together with UN development practitioners and other partners experiment with new types of data and emerging technologies to evaluate their potential to enhance both public policy decision-making and community resilience. Following the development of useful approaches, Pulse Lab Jakarta will support institutional adoption of these innovations into policy and practice.

Crowdsourcing Data

Crowdsourcing has become a valuable source of data collection in this hyper connected world. It is also a great means of working directly with citizens. Pulse Lab Jakarta is undertaking data crowdsourcing projects that encourage citizens to actively participate in contributing small data that when combined with other small data can achieve greater results. Pulse Lab Jakarta is looking for a digital marketing strategist to provide digital communication and outreach services for two data crowdsourcing projects. The successful candidate will design and run a campaign for two projects:

- Crowdsourcing Data on Jakarta's Street Food (#kaki5jkt)
A pilot project crowdsourcing data on the location and menu of street food vendors in Jakarta. The #Kaki5JKT campaign was created to encourage Jakarta citizens to tweet information on their favorite street food vendors. The data collected will feed into the Jakarta City Government's Smart City platform. This campaign was started in alignment with the #HackJak Hackathon 2015 held by Bappeda DKI Jakarta and SEATTI, and has continued in collaboration with DKI Jakarta Provincial Government.
- Crowdsourcing Data for Sustainable Development Goals Translation (TranslatorGator)
PLJ has developed a web-based platform for crowdsourcing the translation of common terms used in development into several Indonesian local languages. This will be used to better capture public conversations in Indonesia on development issues that use local terms instead of more formal Indonesian. PLJ will launch the platform in mid-January. Data collected will be analysed and shared for use in development analytics.

All costs related to promotion and marketing of the strategy should be included in the submitted bid by candidates.

II. SCOPE OF WORK, ACTIVITIES AND DELIVERABLES

The Digital Marketing Strategy consultant is expected to:

- Design, execute and optimize an effective digital campaign strategy for crowdsourcing data projects.
- Develop and execute rewards mechanism for the crowdsourcing data projects.
- Manage and monitor the implementation of the campaign for crowdsourcing data on a daily basis, and report to the Project Manager any (technical or non-technical) issues raised within its implementation.
- Design, build and maintain social media presence and website of data crowdsourcing projects on daily basis throughout the timespan of the campaign.
- Evaluate the campaign and present the insights generated by the digital campaign strategy to Pulse Lab Jakarta stakeholders on a regular basis.
- Ensure the best practices are being implemented and reaching targets.
- Deliver creative ideas for data crowdsourcing projects.

Expected deliverables:

Deliverables/ Outputs	Estimated Number of Working Days	Target Due Dates	Review and Approvals Required
Digital campaign strategy, including recommendation for rewards mechanism for data crowdsourcing projects	5	One week from contract signing	Project Manager
Progress updates on digital campaign implementation including organizing mid-evaluation meeting to share insights from the	10	March 2016	Project Manager

implementation to Pulse Lab Jakarta stakeholders			
Report on implementation of data crowdsourcing campaign for Jakarta's street vendors, including visualisation of tweets distribution.	10	April 2016	Project Manager
Report on implementation of data crowdsourcing campaign for crowdsourcing translation, including reports of all social media activities.	10	May 2016	Project Manager and Research Associate

III. WORKING ARRANGEMENTS

Institutional Arrangement

The successful candidate will report to the Project Manager and will liaise closely with PLJ team, particularly with research associate.

Duration of the Work

The work is expected to start at the last week of January and end by mid May 2016. It is not required to be at Pulse Lab Jakarta office on daily basis, however the successful candidate will monitor projects' social media account on day to day basis. Work approval will be given by both Project Manager and Research Associate as stated in section II.

Duty Station

Jakarta

Travel Plan

There is no travel required for this post

IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

- Bachelors degree in communication or related discipline

II. Experiences

- Three years of professional experience in organising social media campaigns
- Previous working experience with Twitter and Facebook Indonesia is an advantage but not mandatory

III. Competencies:

- Demonstrate creative flair, originality and strong social media sense.
- Takes initiative and seek opportunities to initiate actions
- Proposes innovative ideas and new solutions to challenges.
- Excellent communication skills.
- Good understanding of crowdsourcing and development context
- Capacity to "think outside the box" and propose innovative strategies.
- Ability to maintain a high level of productivity and manage multiple competing priorities.
- Good written and spoken Bahasa Indonesia and English.

V. EVALUATION METHOD AND CRITERIA

Individual consultants will be evaluated based on the following methodologies:

Cumulative analysis

The award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:

a) responsive/compliant/acceptable, and

b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

** Technical Criteria weight; 70%*

** Financial Criteria weight; 30%*

Only candidates obtaining a minimum of 70 point would be considered for the Financial Evaluation

Criteria	Weight	Maximum Points
<u>Technical</u>		100
Criteria A: qualification requirements as per TOR:	40%	
1. Bachelors degree in communication and related discipline		10
2. At least three years of professional experience in organizing social media campaigns		15
3. Working experience with Twitter and Facebook Indonesia		5
4. Good understanding of crowdsourcing and development context		10
Criteria B: Competencies evaluated by proposal	60%	
1. Concept of Digital Campaign Strategy		20
2. Methodology to conduct the strategy		30
3. Creative aspect of the proposal		10