



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 16 May 2022

Reference: LBN-CO-IC-128-22

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**Country:** Lebanon

**Description of the assignment:** National Digital Engagement Specialist – 3 candidates will be selected (alternate LTAs in which contracting will be based on availability and pricing).

**Project name:** Accelerator Lab ongoing online experiments.

**Period of assignment/services:** Maximum of 300 working days spread over 2 years.

Proposals should be submitted online through the UNDP job site at <https://jobs.undp.org/> no later than; **30 May 2022 at 11:59 PM Beirut Time. Proposals will not be received through email.**

Any request for clarification must be sent in writing to the e-mail [Procurement.lb@undp.org](mailto:Procurement.lb@undp.org). The UNDP Procurement Unit will respond in writing by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

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### 1. BACKGROUND

As part of UNDP's global network of Lebanon's Lab is aimed at creating actionable intelligence, and testing solutions with national partners. We are part of UNDP's global policy teams and country offices.

We are part of UNDP's drive to be an incubator for the future. To accelerate progress towards the 2030 Agenda, we need to be fast and curious. The Accelerator Labs are designed to close the gap between the current practices of international development in an accelerated pace of change. They model a new capability to make breakthroughs on the future of development: inequality, decarbonization, the 4th industrial revolution and new forms of governance.

### 2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

In our efforts to drive accelerated learning, we run fast paced and time bound experiments. One testing space we use, especially as COVID forces more and more people online is online engagement and media.

We are seeking a digital engagement specialist who would be able to devise, implement, and iterate on a wide array of online experimentation modalities. This includes, but is not limited to, online ad and engagement funnels, email engagement, link tracking, website builds, event triggers and tracking, google display network, and any and all other online mediums that may present as the models for online testing such as surveys, quizzes, amongst others.

The consultant is also tasked with reporting as well as real time monitoring and reporting. They should be capable of optimizing on channels, creative, user experience, and spend. They should also be capable to provide on the spot iteration of any used channel to improve results, or mitigate on risks.

**For additional information, please refer to ANNEX I – Terms of Reference**

### **3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

#### I. Academic Qualifications:

- Bachelor in Computer and Communication Engineering, Digital Engagement, digital strategy or any equivalent.

#### II. Years of experience:

- At least 8 years of work experience in the field of digital engagement & management experience in digital, social, and search.

#### III. Technical experience:

- A minimum of 20 online campaigns delivered successfully.
- Campaigns to include experience with Google PPC, SEO CPC and Facebook network campaigns I.e acquisition and conversion.
- Proof of previous marketing performance reports for UN clients that include budgets, behavioral insights, split testing and acquired learnings.
- Diligent in knowledge documentation and sharing (can attach sample reports to proposal).
- Experience using Google Data studio and other dashboards to showcase funnel performance

#### **Competencies:**

- Proficient in English and Arabic (Copy writing as well)

#### IIV. Additional preferences:

- Fast paced and responsive

- Able to consult on latest trends and updates on platforms like Facebook, Instagram, YouTube, Instagram, and most social
- Able to share learnings openly and has no problem sharing knowledge and transferable skills with UNDP inhouse team (previous coaching or instructor roles could be helpful).
- Strong documentation skills in presentation and reporting.
- Has no problem representing UNDP goals and campaign interests with third party media partners.

#### **4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.**

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

(I). Technical **Proposal**:

(i) **Letter to UNDP Confirming Interest and Availability for the Individual Contractor (IC) Assignment**

(ii) **Explaining why** you are the most suitable for the work

(iii) P11 (Personal History Form) including past experience in **similar projects** and at least **3 references**, mentioning the references' e-mails addresses.

#### **5. FINANCIAL PROPOSAL**

- **Contracts based on daily fee**

The financial proposal will specify the daily fee, travel expenses and per diems quoted in separate line items, and payments are made to the Individual Consultant based on the number of days worked.

The Contract will specify a daily fee, and monthly payments will be made to the awarded Individual Consultant as follows:

Daily Fee x Number of Days Worked per Month = Monthly Payment

In this respect, the consultant shall take into consideration the following:

- i. A daily working fee must be all inclusive;
- ii. An IC time sheet must be submitted by the Contractor.

In order to assist the requesting unit in the comparison of financial proposals, the financial proposal shall be presented using the format of Appendix a - Annex III.

### **Travel:**

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

## **6. EVALUATION**

Individual consultants will be evaluated based on the following methodology:

### **Cumulative analysis**

When using this weighted scoring method, the award of the contract should 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 technical score of 70 points would be considered for the Financial Evaluation.*

<b>Criteria <i>(sample)</i></b>	<b>Weight</b>	<b>Max. Point</b>
<u>Technical Competence</u>	70%	100
<ul style="list-style-type: none"><li><i>Educational background: Bachelor in Computer and Communication Engineering, Digital Engagement, digital strategy or any equivalent</i></li></ul>		<i>10</i>

<ul style="list-style-type: none"> <li>Technical experience: minimum 7 years' work &amp; management experience in digital, social, and search</li> </ul> <p>Below 7 years= 0 points 7-10 years of experience = 14 points more than 10 years of experience = 20 points</p>		10
Proof of previous marketing performance reports for UN clients that include budgets, behavioral insights, split testing and acquired learnings.		10
<ul style="list-style-type: none"> <li>Technical experience: Number of online campaigns delivered successfully.</li> </ul> <p>Below 20 campaigns= 0 points 20-25 campaigns = 14 points above 25 = 20 points</p>		20
<ul style="list-style-type: none"> <li>Diligent in knowledge documentation and sharing (should attach sample reports to proposal) (20 points)</li> </ul>		20
<ul style="list-style-type: none"> <li>Previous experience with UNDP or UN Agencies</li> </ul>		20
<ul style="list-style-type: none"> <li>Proficient in English and Arabic (Copy writing as well)</li> </ul>		10
<u>Financial</u> (Lower Offer/Offer*100)	<u>30%</u>	100
<b><u>Total Score</u></b>	<b>Technical Score * 0.7 + Financial Score * 0.3</b>	

### How to apply:

The consultancy is open for all national consultants who meet the selection criteria and propose a competitive fee. Interested consultants are requested to apply only through this UNDP jobs portal.

Submissions through any other media will not be considered.

The application must include all of the following documents:

1. P11,
2. Annex 3 (Offerors Letter) and
3. Financial proposal

All files shall be submitted in one single document and uploaded as word or PDF file to the UNDP job site.

It has been observed that bidders don't submit all requested documents and thus reducing their chance to be selected for a contract with UNDP. before you submit your offer please revise that the application is complete and comprises all four (4) documents.

Incomplete applications will not be considered.

## **ANNEXES**

### **ANNEX I - TERMS OF REFERENCE (TOR)**

### **ANNEX II - INDIVIDUAL CONSULTANT CONTRACT AND GENERAL TERMS AND CONDITIONS**

### **ANNEX III - OFFEROR'S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY FOR THE INDIVIDUAL CONTRACTOR (IC) ASSIGNMENT**