

# INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

(Procurement Process ID: PROCESS-66917)



Date: 17 August 2022

Assignment Title:	Innovation Challenge Mentors – MSME Digitalization: E-commerce Digital Marketing Mentorship – (up to two Mentors)
UNDP Practice Area:	Programme and Results Cluster
Cluster/Project:	Programme and Results Cluster
Post Level:	Specialist
Contract Type:	Individual Contractor (IC)
Duty Station:	Phnom Penh, Cambodia
Expected Place of Travel:	None
Contract Duration:	31 days (5 September 2022 to 25 December 2022)

## 1. BACKGROUND

United Nations Development Programme (UNDP) in Cambodia is looking for an Individual Contractor to perform the above-mentioned assignment. Interested offeror is strongly advised to read the INDIVIDUAL CONSULTANT (IC) PROCUREMENT NOTICE for more detail about term of references, instructions to offeror, and documents to be included when submitting offeror.

Any request for clarification/additional information on this procurement notice shall be communicated in writing to UNDP office or send to email [pheara.lek@undp.org](mailto:pheara.lek@undp.org) and cc [procurement.kh@undp.org](mailto:procurement.kh@undp.org). While the Procurement Unit would endeavor to provide information expeditiously, only requests receiving at least 5 working days prior to the submission deadline will be entertained. Any delay in providing such information will not be considered as a reason for extending the submission deadline.

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

To assist you in understanding the requirements of this assignment, scope of work, responsibilities, and description of the proposed analytical work, please refer to Annex 1.

## 3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS:

### I. Academic Qualifications:

At least a Bachelor's degree (or equivalent) with a specialization in one or more of the following; digital marketing, business administration, e-commerce, marketing strategy, or other relevant fields.

### II. Years of experience:

- Demonstrated at least 2 year of hands-on experience and experimentation in implementing a digital marketing strategy for an e-commerce business and managing the marketing budget (preferably in Cambodia), implementing pay-per-click (PPC) strategies, optimizing paid advertising campaigns across different verticals and channels, including Facebook, Instagram, Google, Tik Tok to improve return on investment.
- Has experience in content marketing from the Search Engine Optimization (SEO) side, editorial, and developing, publishing, and managing a content calendar.

- Has experience creating a digital marketing strategy (preferably in Cambodia) and understands conversion rate optimization from hands-on to experimentation management targeting all stages of the customer lifecycle on various marketing resources. (creative, front-end development)
- Has familiarity with using various digital marketing tools, such as Google Analytics, Sprout, Meta Business Suite (Meta pixel, Ads Manager), Canva, or other recommended tools.
- Desired: Has experience mentoring e-commerce businesses in Cambodia

### III. Competencies:

- Demonstrates integrity by modeling the UN's values and ethical standards.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.
- Treats all people fairly without favoritism.
- Fulfills all obligations to gender sensitivity and zero tolerance for sexual harassment

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

1. Proposal: Letter of explaining why they are most suitable for the work

2. Financial proposal (Duly accomplished Letter of Confirmation of Interest and Availability using the template provided by UNDP)

3. Personal CV including past experience in similar projects and at least 3 references

Your offer shall be submitted online through UNDP Online Recruitment System at the URL address

[https://jobs.undp.org/cj\\_view\\_job.cfm?cur\\_job\\_id=108595](https://jobs.undp.org/cj_view_job.cfm?cur_job_id=108595) no later than application submission deadline.

**Late application submission will be rejected. UNDP will not consider application submission by email.**

## **4. FINANCIAL PROPOSAL**

This is a Lump sum output-based contract. Therefore, the interested offerors are requested to submit **Final All-Inclusive Price** with cost breakdown

## **5. EVALUATION**

Offerors will be evaluated based on the Cumulative analysis.

- Technical Qualification (100 points) weight; [70%]
- Financial/Price Proposal (100 points) weight; [30%]

A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being compared. Only the price proposal of the Offerors who passed the minimum technical score of 70% of the obtainable score of 100 points in the technical qualification evaluation will be evaluated.

### **5. 1. Technical qualification evaluation criteria:**

The total number of points allocated for the technical qualification component is 100. The technical qualification of the offeror/individual is evaluated based on following technical qualification:

Technical Evaluation Criteria	Obtainable Score
-------------------------------	------------------

At least a Bachelor's degree (or equivalent) with a specialization in one or more of the following; digital marketing, business administration, e-commerce, marketing strategy, or other relevant fields.	20
Demonstrated at least 1 year of hands-on experience and experimentation in implementing a digital marketing strategy for an e-commerce business and managing the marketing budget (preferably in Cambodia), implementing pay-per-click (PPC) strategies, optimizing paid advertising campaigns across different verticals and channels, including Facebook, Instagram, Google, Tik Tok to improve return on investment.	30
Has familiarity with using various digital marketing tools, such as Google Analytics, Sprout, Meta Business Suite (Meta pixel, Ads Manager), Canva, or other recommended tools.	20
Has experience creating a digital marketing strategy (preferably in Cambodia) and understands conversion rate optimization from hands-on to experimentation management targeting all stages of the customer lifecycle on various marketing resources. (creative, front-end development)	30
<b>Total Obtainable Score:</b>	<b>100</b>

Only the offeror who have attained a minimum of 70% of total points will be considered as technical qualified offeror.

## **5. 2. Financial/Price Proposal Comparison:**

- Only the financial/price proposal of offeror who have attained a minimum of 70% score in the technical evaluation will be considered and evaluated.
- The total number of points allocated for the price component is 100.
- The maximum number of points will be allotted to the lowest price proposal that is opened/evaluated and compared among those technical qualified Offerors who have attained a minimum of 70% score in the technical evaluation. All other price proposals will receive points in inverse proportion to the lowest price.  $[\text{Lowest Price} \times 100 / \text{Other Price under Consideration}] = \text{Points for Other Offerors' Price Component}$ .

## **5.3. Selection Method and Award Criteria:**

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

- Responsive/compliant/acceptable, and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. The total score for each offeror will be calculated independently by this formula:  $\text{Total Score} = \text{Technical Score} \times 0.7 + \text{Finance Score} \times 0.3$

## **6. ANNEX**

### **ANNEX 1- TERMS OF REFERENCES (TOR)**

### **ANNEX 2- INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS**

### **ANNEX 3- OFFEROR'S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY**