

Request for Independent Consultant

Issuing Date: January 16, 2020

Offer Deadline: January 24, 2020; 5:00 PM

Solicitation Number: 001 - 2020

Counterpart International (hereinafter Counterpart) is soliciting applications for consultancy services as described in this Request for Independent Consultant (RFIC). These services are required under the National Youth Campaign under Right and Dignity Project funded by United States Agency for International Development (hereinafter USAID). Independent Consultants invited by Counterpart (hereinafter “applicants”) to submit offers (hereinafter “applications”) for the services described in the attached scope of work are under no obligation to do so.

INSTRUCTIONS TO BIDDERS

Counterpart’s Rights and notification of award

1. Only shortlisted applicants will be contacted.
2. Counterpart reserves the right to conduct additional selection process steps as needed, such as interviews, presentations, request copies of previous contracts, paystubs...etc.
3. Counterpart reserves the right to accept or reject:
 - i. Any application
 - ii. Late applications

Contents of Application/Submission Requirements

The following Documents must be included in the application

1. Applicant resume (CV).
2. A copy the last pay stub or employee contract.
3. Two recommendation letters from previous employers/consultancy within the past two years. Must include contact information.
4. Please provide samples of your past campaign work.
5. Letter of interest with salary requirements (per hour).

All applications must be submitted to compras.shrs@counterpart.org no later than January 24th, 2020.

Qualifications

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| <ol style="list-style-type: none"> 1. Over 2 years’ experience in developing social campaigns or a related field. 2. Bachelor's degree in Marketing, Communications, or related fields. 3. Must be legally authorized to work in El Salvador. 4. Writing and/or editing experience for online and/or print publications. 5. Multi-media and social media skills. 6. Creative open-minded team player with strong initiative and a willingness to learn. 7. Ability to work within a multi-cultural and diverse team. | <ol style="list-style-type: none"> 8. Proven organizational skills with attention to detail and the ability to prioritize and work well in an environment with competing demands. 9. Exceptional written and verbal communications skills as well as strong interpersonal skills. 10. Creative open-minded team player with strong initiative and a willingness to learn; |
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Evaluation Criteria

Counterpart will award an Independent Consultant Agreement (ICA) to the responsible applicant(s) whose application is deemed acceptable based on the evaluation criteria below:

Criterion	Description	Points
Qualifications and Experience	Academic degree (Marketing, Comms or Related field)	30

Past Performance and relevant experience	Experience, recommendations letters, technical capabilities.	40
Daily/Hourly Rate	The overall cost presented in the offer	10
Portfolio	Previous campaign's communications products	10
Total:		100

Consultancy Description

These services will be implemented over a 3 months period from February, 2020 through May, 2020.

A. Objective of the Assignment

Counterpart International (CPI) is currently seeking for a Short-term Campaign Coordinator Consultant (CCC) to plan and implement the National Youth Campaign that will be executed on March 2020. Additionally, this position is expected to work closely with the Designer and Social Media Campaign Coordinator (DSMC) and the Public Relations and Logistics Campaign Intern (PRLCI). The DCCC will serve as the primary point of contact for the campaign and will report to the Communications Specialist. This is a part time (3 months) locally based position; Salvadoran citizens are strongly encouraged to apply.

B. Scope of Work

The bidder is anticipated to provide the following core services/tasks:

Under the direction of the Communications Specialist, the incumbent is expected to contribute to:

1. Support end-to-end execution of the "2020 National Youth Campaign", including creative coordination, project management, production, delivery, and reporting.
2. Create fundraising strategies and identify potential sponsors along with the PRLCI.
3. Develop content for social media and marketing materials along with the DSMC.
4. Coordinate Campaign's logistics.
5. Manage interviews and media coverage of the events.
6. Work closely with the DSMC and the PRLCI to disseminate the Campaign's messages.
7. Create and coordinate press clippings and reports with regards to the Campaign.
8. Other activities as assigned by the Communications Specialist.

C. Place of Performance, and Other Conditions.

Contractor will work half of the time at Counterpart's office, located at Torre Futura and the rest of the time will submit digital products, based on duties requested. Contractor must be available to work on weekends.

D. Monitoring and Reporting.

The Campaign Coordinator Consultant will report to the Communications Specialist and duties will be monitoring periodically.

E. Expected Results, Deliverables.

N/A