



Call For Proposals:

Implementation of Outreach, Awareness-raising and Media Campaign on Social Security in Jordan

INTRODUCTION

ESTIDAMA++ Fund-extension of coverage and formalization is a multi-donor fund, including contributions from the Kingdom of the Netherlands, Norway and the United Kingdom Foreign Commonwealth and Development Office, aims to extend social security coverage to groups of vulnerable workers through a subsidized contribution model. The fund provides phased contribution subsidies and addresses incentive gaps for vulnerable informal workers, including refugees.

ASSIGNMENT BACKGROUND

This assignment will support more comprehensive protection systems, through improved communication, information and awareness among Social Security current and potential members. It builds on work done between the ILO and the Social Security Corporation's Media Centre and other departments in phase I to enhance and strengthen interactive communications with existing and potential SSC target audience.

During phase one, ILO and SSC developed the creative visual concepts, slogan and key messages for the Estidama++ visual identity.

ASSIGNMENT OBJECTIVES

The overall objective of the assignment is to support the Social Security Corporation (SSC) and the International Labour Organization (ILO) to raise awareness of social security rights and benefits and inform the target group of social security registration and support provided through Estidama++. The campaign will focus on reaching out to the target groups using simplified and visual messages using different digital and mass media channels.

SCOPE OF WORK

The firm is expected to support, develop and execute a campaign targeting different groups of employers and workers. Working closely with ILO and SSC, the firm will also ensure a nationwide reach and a comprehensive and inclusive approach to the delivery of effective messages and information raise awareness on social security benefits and promote the registration of Estidama++. It is anticipated that the firm will support the quantitative and qualitative evaluation of the digital media platforms to ensure the effectiveness of the campaign.

The specific areas of work are:

1. Support to the content development

- Support the development multimedia content (script and storyboard) for animation videos, audio clips, stories, GIF, etc.

2. Production and management of the campaign

- Produce two short animation videos (each is a one to 2 minutes long).
- Based on the characters and storyboard developed by Estidama++, the firm is expected to plan a creative conceptualization of the videos, including music and subtitles.
- Produce one audio clip (40 seconds) for awareness-raising among the target audience.
- Ensure validation of ILO during key milestones and phases of the implementation.
- Carry out regular meetings with ILO and SSC to review to provide updates and follow-up on the progress of the campaign.
- Develop, manage, and monitor a work plan and social media calendar to ensure the messages reach the target audience of up to one million users and have broad engagement in different geographical locations.
- Provision for the evaluation and monitoring of the campaign's impact, including an online pre-test to evaluate the relevance and effectiveness in communicating the key messages. The firm is expected to provide weekly progress on the social media engagement.

3. Media booking and buying:

- Planning and booking digital media on the following channels: Facebook and Instagram Ads.
- Planning and booking mass media when needed on the following:
FM radio stations (peak hours/morning shows, stations with wide national coverage such as Fann Fm Hala FM, Husna Radio or Rotana Radio)

METHODOLOGY

The firm will work closely with the ILO and SSC to ensure the smooth and timely execution of the mutually agreed upon deliverables to execute a multi-media Multilanguage campaign. The firm will familiarize itself with the international standards of social protection and the general framework of social security in Jordan, and the SSC's strategic priorities. ILO and SSC will provide guidance and input into the implementation of the general objectives and background on the target audience, messages and details of the overall framework of the outreach plans.

The target group of this specific assignment includes Jordanians and non-Jordanian workers, including refugees and migrants working across different sectors. All content and visuals should be culturally sensitive and inclusive of all gender, ages, and backgrounds.

The media campaign will focus on the following key objectives:

Social security is a human right for every worker and their family members.

Workers and employers receive direct benefits upon registration.

Estidama++ offers coverage reward and social security contribution subsidies to Jordanian and non-Jordanian workers, employers and self-employed.

The firm will meet with the ILO and SSC for a briefing meeting. The ILO shall provide the creative visual concept and key media messages of the project upon the awarding the contract. The firm is expected to deliver a timeline of the assignment at end of week two of the onset of the assignment and present it to

the ILO and SSC. Based on SSC visual identity and donors’ requirements, the firm will ensure that the deliverables meet the needs and requirements of the project.

The firm will carry out an online pre-test to ensure the effectiveness of the messages among the target audience. It will also contribute to the evaluation of the campaign by providing a detailed report analyzing the reach, engagement, and insights of the campaign, supported by evidence of the distribution of the products on different media channels and platforms.

Timeframe

The scope of work should be carried out from June 2023 to January 2024.

DELIVERABLES

<i>Deliverable #</i>	<i>Deliverable</i>	<i>Working days</i>
1	Submission of final and approved videos and audio clip.	
2	Delivery of radio ads.	
3	Delivery of social media buying and final monitoring report.	

All data and information received from ILO for this assignment are to be treated confidentially and are only to be used in connection with the execution of these Terms of Reference (TOR). The contents of written materials obtained and used in this assignment may not be disclosed to any third parties without the express advance written authorization of the ILO. All intellectual property rights arising from the execution of these TOR are assigned to the International Labour Organization. The intellectual property rights of the materials modified through the assignment remains with the International Labour Organization.

REQUIRED QUALIFICATIONS

- Demonstrated experience working on communications, outreach, and marketing for UN and international development organizations. Previous experience working with official institutions is an asset.
- Excellent experience in media buying and customized planning approach.
- Demonstrated experience in multilanguage communication materials.
- Experienced team of experts including graphic and multimedia designers, copywriters, social media, etc.

Proposals

1. A technical proposal:

The proposal shall include detailed breakdown of how the process of managing the deliverables of the assignment including:

 - i. A work plan of managing social media
 - ii. A work plan of multimedia production
 - The firm’s profile, number of years of experience and history of projects
 - References/links of one-two recent similar projects.
 - CVs of key experts who are responsible for executing the campaign.
2. A financial proposal with a breakdown of all costs (in JOD)



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How to Apply:

Interested candidates should submit their application to Ms. Wedyan Abu Swilem: (abuswilem(at)ilo.org), copying Ms. Hanadi Al-Gharaibeh (al-gharaibeh(at)ilo.org).

Emails must use subject title: RFQ/2023/004_Media Campaign. The deadline for receiving applications is 03 June 2023 COB. Only applications that fulfil the requirements indicated above will be considered.