

Issued on: 27-08-2024

To

Ms./Mr.

Individual Consultant/Consultancy firm

Subject: **Letter of Invitation for Hiring a Consultant of Digital Marketing & Creative for BRAC Skills Development Programme.**

Dear Madam/Sir,

In 2007, Bangladesh began experiencing a demographic dividend but lacked a strategic approach to skill and employ its youth, with 1.6 million young people not in education, employment, or training (NEET). The education system faced dropout issues, limited access for girls and disabled children, and poor educational quality. BRAC initiated the Basic Education for Hard-to-Reach Urban Working Children project to offer an apprenticeship program for school dropouts, helping them transition from school to work and potentially secure employment. This led to the establishment of the BRAC Skills Development Programme (SDP) in 2015, which has been particularly successful in empowering girls, reducing child marriages, and improving household incomes through market-aligned skill training. The SDP now includes 26 projects with a variety of training courses, including entrepreneurship training linked with microfinance, and has adapted to provide 100% online training during the COVID-19 pandemic, along with career counselling services. It aligns with national policies and contributes to several UN Sustainable Development Goals, promoting gender equality and inclusivity. To date, the program has significantly benefited over 428,000 individuals, including women, disabled persons, and transgender people, with a high job placement rate. BRAC's SDP is recognized as a transformative force in enhancing the socio-economic development of Bangladesh and supporting the nation's goals for a prosperous future.

For this reason, we are looking for a suitable consultant/ consultancy firm to serve the purpose.

Here we are enclosing the ToR for the consultancy service. We are looking forward to receive (i) CV/ Profile of the Individual mentioning the required experiences as per the attached ToR (ii) a technical proposal describing the methodology (iii) a budget for the assignment

RFP No: BPD/2024/RFP-2137

Closing Date & Time: 17-09-2024 02:30 PM (Dhaka Local Time)

Please submit the Proposal **on 17-09-2024 02:30 PM (Dhaka Local Time)** in **tender.brac.net**. **Any offer via email or hard copy is treated as non-responsiveness.**

BRAC recognizes the empowerment of women and girls as fundamental to the organization's vision and mission. Women and gender-diverse individuals are encouraged to participate in the procurement. Without compromising organizational compliance in procurement, the selection of the supplier/vendor would be finalized.

During the participation in any tendering/enlistment process, if any Consultant/Consulting firm provides fake document, they will be banned from business with BRAC for certain years as per BRAC Procurement Guideline

Payment Condition:

BRAC
BRAC CENTRE
75 Mohakhali
Dhaka 1212

T: +88 02 2222 81265
F: +88 02 2222 63542
E: procurement@brac.net
W: www.brac.net

Registered in
Bangladesh under
The societies
Registration Act of 1860

Mode of payment will follow the below conditions :

After satisfactory completion of the services, BRAC Skills Development Programme will pay for the assignment through bank transfer based on the instalments agreed by both the parties upon signing the contract and based on the receipt of each deliverable. The consultant will receive the payments in monthly instalments as per the following ratio:

1st instalment bill submission: 40% (After submitting the work plan)

2nd instalment bill submission: 40% (After the completion of digital marketing for the month of October)

3rd instalment bill submission: 20% (After the completion of digital marketing for the month of November, bill will be submitted last week of November)

Payment would be made to the Consultant/Consultancy firm after acceptance/recommendation by the programme through an automatic Bank transfer directly into any scheduled Bank in Bangladesh in favour of consultant/consultancy firm.

For payment, Consultant/consultancy firm has to submit an invoice duly describing the agreed accomplishment.

It is noted that the Firm must fill up their accounts information as per instruction i) Account name ii) A/C number iii) Bank name iv) Branch name v) E-mail address vi) Routing Number. Payments will be subject to deduction of VAT & Tax at source as per Govt. Rule. (If applicable).

Payment will be disbursed within 45 days after vetting by Programme.

Consultant/Consultancy Firm must submit 13 digits new BIN, Updated Trade license (Applicable for firm) & TIN, updated income tax certificate (applicable for both firm & Individual) with proposal and Mushok 6.3 Applicable for firm and updated income tax certificate (applicable for both firm & Individual) with invoice.

As per the Finance Act-2022, the rate of tax shall be fifty percent (50%) higher if the payee (Vendors) fails to submit proof of submission of Income tax return at the time of making the payment.

Please note: Invoice date and Mushak 6.3 date must be the same. (Invoice submission time).

You are requested to affix 10Tk stamp on the bill.

Please provide team composition details with consultant's name and role for this project.

CV's are required for the consultants who will work for consultancy Firm

For approval of your account during the supplier registration process, and for any other clarification, please contact with Tazkia Razekin, BRAC Procurement Department (BPD), Phone: +8801325070202, Email: tazkia.razekin@brac.net.

STANDARD REQUEST FOR PROPOSALS (RFP) DOCUMENTS

Section 4: Financial Submission Form (BPD 5-15)

To:
BRAC Procurement Department
BRAC Head Office

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BRAC Centre, 6th Floor
75, Mohakhali, Dhaka 1212

Date:

Ladies/Gentlemen:

We agree to be bound by the **Letter of Invitation** and we hereby submit our attached Financial Proposal for the sum of:

<insert currency and amount in both, words and figures>

The amount is including of local taxes & vat.

We confirm that our Proposal shall remain valid, from the closing date, for the period stated in the RFP.

Our Financial Proposal is binding upon us and shall be subject to any modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal.

Commissions and gratuities paid or to be paid by us to agents relating to this Proposal and Contract execution, if we are awarded the Contract, are listed below:

Name and Address of Agents/Recipient	Amount and Currency	Purpose of Commission or Gratuity

We understand you are bound to accept any or all Proposals you receive..

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Firm's Seal or Stamp:

Terms of Reference (ToR)

For

Hiring a Consultant of Digital Marketing & Creative for BRAC Skills Development Programme

1. Background

In 2007, Bangladesh began experiencing a demographic dividend but lacked a strategic approach to skill and employ its youth, with 1.6 million young people not in education, employment, or training (NEET). The education system faced dropout issues, limited access for girls and disabled children, and poor educational quality. BRAC initiated the Basic

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Education for Hard-to-Reach Urban Working Children project to offer an apprenticeship program for school dropouts, helping them transition from school to work and potentially secure employment. This led to the establishment of the BRAC Skills Development Programme (SDP) in 2015, which has been particularly successful in empowering girls, reducing child marriages, and improving household incomes through market-aligned skill training. The SDP now includes 26 projects with a variety of training courses, including entrepreneurship training linked with microfinance, and has adapted to provide 100% online training during the COVID-19 pandemic, along with career counselling services. It aligns with national policies and contributes to several UN Sustainable Development Goals, promoting gender equality and inclusivity. To date, the program has significantly benefited over 428,000 individuals, including women, disabled persons, and transgender people, with a high job placement rate. BRAC's SDP is recognized as a transformative force in enhancing the socio-economic development of Bangladesh and supporting the nation's goals for a prosperous future.

2. Goals and Objectives

The goal is to hire support for digital marketing for cost recovery projects of BRAC. The primary objective is to provide support to run digital marketing process of Skills Development. The consultant will also be responsible for creating compelling and creative content, including written materials, engaging stories and narratives, to support marketing efforts.

3. Rationale of the initiative

BRAC Skills Development Programme plans to onboard a Consultant to provide support. The responsible person is

Md. Mahamud Ullah Hridoy
Specialist, Social Media and Digital Marketing | Skills Development
BRAC
M: +8801646457853
Email: mahamud.ullah@brac.net

4. Scope of Work

The Person will be responsible for-

- Contributing to the development of digital marketing infrastructure.
- Project-specific digital buying plans & digital media communication strategies.
- Implement strategies to track and analyze the performance of digital marketing efforts, ensuring continuous improvement and effectiveness.
- Manage and optimize paid advertising campaigns on various digital platforms to maximize reach and impact.
- Use targeted ads to attract a specific audience likely to benefit from projects, ensuring cost-effective use of resources.
- Design campaigns to increase interaction and engagement with SDP's digital content.
- The consultant will be responsible for creating compelling and creative content, including written materials to support marketing efforts.
- Develop engaging stories and narratives that highlight the impact and effectiveness of SDP's projects, inspiring the target audience.
- Coordinating with program stakeholders for effective collaboration.
- Implementing and overseeing both paid and organic SEO efforts.

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- Maintaining and growing social media channels.
- Executing pull marketing strategies for increased outreach.
- Coordinating lead management and collaboration among teams.
- Facilitating communication and coordination with internal teams and external agencies.
- Providing input and coordinating content development.
- Generating digital media reports and conducting ROI analysis.

5. Specific Terms

The consultant will ensure effective digital media buying on various platforms like Meta, Google, LinkedIn

The consultant will monitor and maintain the ad performance, ROI calculation, conversion tracking and report generation

The consultant will coordinate with the external ad agencies, field team, content team and improving brand development plan, digital channels growth plan, conversion and acquisition plan.

- During the duration of the work the Consultant shall be present at the HO during the office hours of BRAC (Sun to Thu, 8.30 am to 5.15 pm)

6. Key deliverables

Brand wise Digital Marketing Plan, Strategy Development, Weekly/Monthly Media Buying Plan, Writing Materials

Project wise learner acquisition and sales generation, conversion tracking and report generation

7. Eligibility Criteria

- Demonstrated experience in digital marketing strategy and media Planning
- Expertise in developing monitoring report
- Expertise is creative writing
- Experience in conversion tracking and ad tracking
- Fluent communication in English and Bengali
- Good technological knowledge and presentation skills
- At Least 1 year experience in an digital marketing agency on a relevant position

8. Duration

The consultant will work with BRAC SDP for 4 months and will end on December 31.

9. Supervision

Md. Mahamud Ullah Hridoy

Specialist, Social Media and Digital Marketing | Skills Development

BRAC

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10. Payment terms

After satisfactory completion of the services, BRAC Skills Development Programme will pay for the assignment through bank transfer based on the instalments agreed by both the parties

upon signing the contract and based on the receipt of each deliverable. The consultant will receive the payments in monthly instalments as per the following ratio:

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The contract can be terminated before the contracted period by mutual agreement of both parties. If such an agreement is reached, and successful deliverables have been achieved, the consultant will receive payment of the last completed month.

Payment will be subject to deduction VAT & TAX at source as Govt. rules and regulation. **11.**

The Intellectual Property Rights of the Contents

BRAC SDP will hold rights to utilise the report and documentation of the consultant till his/her working period.

12. Safeguarding

The consultant will:

Ensure the safety of team members from any harm, abuse, neglect, harassment and exploitation to achieve the programme's goals on safeguarding implementation. Act as a key source of support, guidance and expertise on safeguarding for establishing a safe working environment.

Practice, promote and endorse the issues of safeguarding policy among team members and ensure the implementation of safeguarding standards in every course of action. Follow the safeguarding reporting procedure in case any reportable incident takes place, encourage others to do so.

13. Submission of Documents

Financial Proposal (including VAT and TAX)

Consultants' profile (Detailed CV including educational qualification, work experience, etc.)



BPD/2024/RFP-2137

Thanking You
For BRAC

Saidur Rahman
Head of Procurement

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