



IOM International Organization for Migration
OIM Organisation Internationale pour les Migrations
OIM Organización Internacional para las Migraciones

TERMS OF REFERENCE FOR INSTITUTIONAL CONTRACT

Project Title/Number:	EU-IOM Joint Initiative for Migrant Protection and Reintegration in Nigeria
Title:	Development of communications, visibility and awareness raising campaign materials to Publicize the Migrant Resource Centre's, Job Centre's and the National Electronic Labour Exchange platform and their services.
Type of contract:	Service Agreement / Institutional
Commencement date:	Monday 2 nd November 2020 (To be confirmed)

1. Project Description & Background

The International Organization for Migration (IOM), is dedicated to promoting humane and orderly migration for the benefit of all. It does this by providing promoting regular, safe and orderly migration to the benefit of all. IOM, Nigeria is currently implementing the European Union (EU) and IOM Initiative for Migrants Protection and Reintegration in Nigeria titled “***Strengthening the Governance of Migration and Sustainable Reintegration of Nigerian Returnees***”, funded by the EU. The overall objective of the project, which is part of the regional initiative being implemented in 14 countries across West Africa including Mauritania, is to contribute to strengthening the governance of migration and the sustainable reintegration of returning migrants.

IOM supported the Federal Ministry of Labour and Employment to establish Migrants Resource Centre's (MRCs) in Abuja, Lagos and Edo States, Job Centre's in six geopolitical zones of the country - (Abuja, Kaduna, Lagos, Asaba, Awka and Bauchi) and the Nigeria Electronic Labour Exchange (NELEX) platform. The main objective of these initiatives is to promote safe and orderly migration by ensuring that intending and returning migrants can receive correct information to guide their migration decisions and journey.

However, despite the potentials of the initiatives especially the services that can be made available to the Nigerian population, there appears to be limited awareness amongst the public of their existence and the services that could be accessed from the centre's and platform. To address this situation, IOM is seeking to engage the services of a communication/media firm with good technical competency and reputation to develop and produce Communication and Awareness Raising Campaign materials to publicize the MRCs, Job Centre's and the NELEX platform and their services in close coordination with IOM and relevant stakeholders working on labour migration in Nigeria.

2. TASKS TO BE PERFORMED UNDER THIS CONTRACT:

- i. Consult with relevant staff of IOM and FMLE to identify the type of Awareness Raising Campaign materials to be developed to publicize the MRCs, Job Centre's, the NELEX platform and their services.
- ii. Develop and produce the identified Communication and Awareness Raising Campaign materials such as posters, brochures/flyers, stickers, banners, factsheets and toolkits for the MRCs, Job Centre's, NELEX platform and their services.
- iii. Develop and produce 45-second script in English and pidgin to be used as jiggles and video to publicize the MRCs, Job Centre's and NELEX Platform and their services on radio and on social media platforms.
- iv. Present sample copies of the Communication and Awareness Raising Campaign materials produced to members of the Technical Working Committee at a National Workshop for inputs, recommendations and validation.
- v. Produce final approved IEC materials in consistency with IOM quality standards.
- vi. Submit the electronic version of the files in an editable version.

3. Deliverables

- i. Within three days of signing the contract, present an inception report reflecting a creative brief of the proposed Communication and Awareness Raising Campaign materials. The report should provide details on methods and tools to be used and the work plan.
- ii. Draft report on developed Communication and Awareness Raising Campaign materials.
- iii. A final report and adequate samples of Communication and Awareness Raising Campaign materials for production.
- iv. Submit a final Communication and Awareness Raising Campaign materials in hard copies and PDF in working file format to IOM.

4. Selection Criteria

Applicants will be required to submit proposals along with copies of sample of Communication and Awareness Raising Campaign materials previously produced. The proposals and samples shall be evaluated based on the Quality-Based Evaluation. Each proposal should contain both technical and financial narratives in sealed envelopes. Upon evaluation of all received proposals, negotiations shall be done with the highest-ranking applicant.

5. Institutional Arrangement

The institutional contract would be implemented under the overall supervision of the Programme Manager (MM) and the direct supervision of the National Programme Officer, and in coordination with the National

Project Officer, Labour Migration and Diaspora and the Labour Migration and Human Development (LHD) unit based in Abuja, Nigeria.

The implementation of the contract would be monitored by IOM staff members who will provide quality assurance throughout the process.

6. Duration of the Contract and Payment

- i. 30 working days commencing from, Monday 2nd November to Friday 11th December 2020.
(To be confirmed)
- ii. The agreed contract fee under this contract will be paid based on completion of tasks, and will be paid as below:
 - a. 30% of the Service Fee will be paid after the submission of inception with details on methods and tools to be used and the work plan.
 - b. 50% of the Service Fee will be paid upon review and validation of the Communication and Awareness Raising Campaign materials by members of the Technical Working Committee.
 - c. 20% of the Service Fee will be paid upon approval of final report and submission the final Communication and Awareness Raising Campaign materials in hard copies and PDF in working file format to IOM.

7. How to Apply

Interested firms are invited to submit the following: -

- i. A formal proposal from PR/Communication/Media agencies or companies with at least 5 years practical experience in carrying out assessments, trainings and developing and implementing communication and visibility plans and programmes;
- ii. CV of the technical members of the team with the lead having a minimum of an Advanced University degree from an accredited academic institution preferably in communication/media, journalism, digital marketing or related fields; Minimum of 10 years professional experience in managing communications or PR work; 5 to 7 years of progressive experience in PR agency or company, including practical experience in developing and implementing communication and visibility plans and programmes;
- iii. Strong understanding of migration issues;
- iv. Excellent communication skills in English (oral and written);
- v. Good knowledge of publishing process and experience in graphic software packages;
- vi. Ability to deliver timely and high-quality results under tight deadlines;
- vii. Excellent coordination skills, and an ability to follow instructions, work under pressure as a part of a team, or independently is required;
- viii. Excellent attention to details;
- ix. Demonstrated experience working with a variety of stakeholders is also required;
- x. Experience working with the United Nations or other International Organizations;

- xi. A good track record of work with the Government of Nigeria and international organizations; and
- xii. Ability to work under pressure and meet deadlines.

RECOMMENDED PRESENTATION OF PROPOSAL

Submitted proposals should include the following;

1. Completed Bid Form
2. A copy of company registration certificate
3. Company profiles.
4. Completed Vendor Information Sheet
5. The resume of the lead Officer and all the support personnel.
6. Evidence of similar assignments conducted by the contractor in the past.
7. Letter of recommendation
8. Audited Financial Statement in Last 3 years (2018-2016 for Max score) 5 marks/year
9. Recognized Professional certification
10. Copies of tax and vat certificate (2017/2018)
11. Demo reel demonstrating mastery of video production and editing tools.
12. Evidence of relevant previous work done by the firm including samples of visual materials previously produced and/or certification of software such as Adobe Creative Suite by team member.
13. Institutional organogram for the assignment
14. Detailed financial proposal with a breakdown of all the cost envisaged for the delivery of the contract including travel cost and allowance for team members.
15. Proposed total Price for the Project: Note any bidder below IOM budget by more than 30% or higher by more than 20% will not be awarded.

The proposals will be evaluated using the Cumulative Analysis methodology:

- Technical Criteria weight: 70%.
- Financial Criteria weight: 30%.