

13<sup>th</sup> December 2022

## **REQUEST FOR PROPOSAL - DIGITAL MARKETING SERVICES**

Deadline for submission of proposal: 25<sup>th</sup> December 2022, 1400hrs,

### **1. INTRODUCTION**

The Institute of Chartered Accountants of the Maldives ('the Institute') is the statutory body formed to discharge the functions assigned under the Maldives Chartered Accountants Act (13/2020) which has been ratified by the President on 8th September 2020. The Institute is mandated with the regulation and development of the accounting profession of the Maldives. The Institute is also mandated with registering and licensing parties for audit and assurance services, as well as registering financial professionals as its members.

### **2. PURPOSE**

The Institute is inviting interested individuals to submit written proposals to provide Digital Marketing Services on a retainer basis to the Institute. The retained party ("Retainer") will be expected to provide services including but not limited to the following:

- To provide digital marketing services to the Institute of Chartered Accountants of the Maldives including but not limited to, social media graphics, photography, videography and other services as described under section 3, scope of work.

### **3. SCOPE OF WORK**

- Develop and Design graphic works for Social Media posts, website posts and other requirements by the institute but not limited, including backdrops, banners and backgrounds of virtual events, cover of annual reports and MoUs, etc.
- Provide graphical templates for the website and ensure that the website is presented in a professional manner.

- Develop and maintain set standards for all graphics, templates and artworks of the Institute.
- Shooting and editing videos or photographs for the institute's social media, website, and other purposes.

### 3.1 BREAKDOWN OF SCOPE OF WORK

#### Design and Artwork

#	Deliverables	Quantity
1	Event/Campaign Design Pack  (Including banners, templates, Certificates, Letterhead, Cue Cards, Lanyards, etc.)	3 Packs per annum
2	Unique Artworks  (Including Celebratory Days, etc.)	5 Artworks per month
3	Layout design of Annual Report  (Including infographics and illustrations)	1 layout per annum
4	Social Media Templates	5 Templates per month
5	Cover and Presentation Templates  (Including PowerPoint presentation templates, templates for MOUs and other documentation)	5 Templates per annum
6	Print Media Templates  (Including Flyers, banners, backdrops, certificates, etc.)	3 Templates per month

## **Photography and Videography**

<b>#</b>	<b>Deliverables</b>	<b>Quantity</b>
<b>1</b>	Photography	10 Sessions per annum  (Unlimited Pictures per session)
<b>2</b>	Video Profile  (Including interviews, voice-over recordings, etc.)	2 Videos (5-15 mins) per annum
<b>3</b>	Event Video Highlights  (Including interviews, testimonials, voice-over recordings, etc.)	10 Videos (3-10 mins) per annum
<b>4</b>	Information Video Clips	10 Videos (1-3 mins) per annum

## **4. QUALIFICATION AND EXPERIENCE**

The Retainer should demonstrate the following qualification and experiences:

- The retainer should have the minimum qualification of a Bachelor's Degree in Graphics Design **OR** 2 Years of experience in the Designing field
- Have expert knowledge of design principles combined with a mastery of design software (Adobe Applications)
- Should be capable of identifying design flaws and generating alternative solutions
- Ability to provide designs within a short span of time, work under pressure and flexibility to work during odd and long hours will be considered as an advantage
- Experience in shooting videos, photos and editing them
- Retainers who have two or more designers/artists on their team, that can provide the services required under section 3, would be considered as an advantage over individuals.

## **5. CONFLICT OF INTEREST**

The Retainer shall hold matters including its contents or materials obtained in the course of services to the Institute as strictly confidential and shall not disclose the same to anyone without prior written consent, unless obliged by law, in which case, the Retainer must inform of such disclosure in a timely manner.

The Retainer shall avoid any and all matters that could raise a potential conflict of interest, and advise the Institute beforehand on any potential or apparent conflict of interest.

## **6. DURATION OF CONTRACT**

The duration will be for a period of 1 calendar year – following which the retainer may negotiate to renew the contract.

## **7. TERMS AND CONDITIONS**

The Institute reserves the right to reject any or all proposals or to accept any proposal that it may consider to be in the best interest of the Institute.

The Institute shall not be held liable for any errors or omissions in any part of this TOR. The information contained in the TOR is supplied solely as a guideline. The information is not guaranteed or warranted to be accurate by the Institute, nor is it necessarily comprehensive or exhaustive.

The Institute assumes no responsibility or liability for the adequacy, accuracy or completeness of any information provided in this TOR.

## **8. INFORMATION SESSION**

An information session will be held on 21<sup>st</sup> December 2022, 1400hrs, at Auditor General's Office, 1st Floor, Ghaazee Building. All interested parties are invited to attend the session and clear queries from the Institute's team and consultant on this day.

## 9. PROPOSAL STRUCTURE AND SCORING CRITERIA

Interested parties are invited to submit a Technical Offer and a Financial Offer. The proposal will be the basis for contract negotiations and ultimately for a signed contract with the selected party.

The Technical offer shall include the interested Party's profile and experiences (reference letters). Priority would be given to the party having experience in handling matters of financial institutions.

The Financial offer shall include the fee (inclusive of GST) which is to be paid on monthly basis.

Details	Percentage
a. Technical Expertise	40%
b. Price	60%

## 10. SUBMISSION DEADLINE

- Submission will be on 25<sup>th</sup> December 2022, 1400hrs at: *Auditor General's Office, 1<sup>st</sup> Floor, Ghaazee Building, Ameer Ahmed Magu, Male', Maldives*