



MALDIVES: ENHANCING EMPLOYABILITY AND RESILIENCE OF YOUTH PROJECT

(MEERY: P163818)

Ministry of Higher Education
Republic of Maldives

Consultancy Firm to provide Marketing Services for JobCenter Portal

(Procurement Ref: MV-MOHE-153184-CS-CQS)

SELECTION CRITERIA

1. Selection Criteria for Firm:

- 1) 5 years of experience in event planning, developing and implementation of marketing/communication strategies.
- 2) Successfully carried out 10 or more work similar to assignment (such as campaigns, roadshows, expos etc.) within the last 5 years.
- 3) Successfully produced and published marketing materials such as TV commercials.
- 4) 3 years of experience in producing a wide range of marketing and communication materials such as layouts for both web and print (infographics, videos, posters etc.).
- 5) Written Documentation stating availability of each key staff of proposed team for the assignment.

Notes to Applicant:

**The required experience (as stated in criteria) of the firm should reflect similar assignments completed as a firm. Nature and duration of such assignments should be indicated (1,2,3,4)*

**Firm must submit supporting documents (such as completion certificates) showing evidence of the above stated requirements (1,2,3,4).*

**The applicant must ensure to explicitly state the elected staff and their availability to participate in this assignment clearly in their EOI (5)*

**Curriculum Vitae (CV) of key staff/proposed team must be submitted (5).*

**Please refer to the CHECKLIST to facilitate the preparation of the proposal.*

2. Documents comprising the Expression of Interest

Minimum Requirements that the **Consulting Firm** must provide with documentary evidence to prove the validity of the information:

- Letter of Expression of Interest
- Firm/Institute Registration Certificate (Valid)
- Company Profile
- MIRA Tax Registration – If applicable, for Locals Only
- Pension Registration - For Locals Only

Based on the above criterion, only the selected firm will be invited to submit the Technical and Financial Proposal (whereby more information will be requested).

Selection will be made based on Consultant's Qualification-Bases Selection (CQS) method set out in the World Bank Procurement Regulations for IPF Borrowers' Procurement in Investment Project Financing- Goods, Works, Non-Consulting and Consulting Services, July 2016 Revised November 2017 and August 2018.