

Expression of Interest (EOI) for Consultant for Social Media Development and Content Management for SEND-SIERRA LEONE

About SEND

We are a non-governmental organization that is dedicated to creating a Sierra Leone where there is respect for human rights, accountable governance, food and nutrition security as well as equal opportunities for men and women to thrive. We liaise with communities, traditional authorities, government institutions and foreign partners to combine resources that will develop innovative solutions to alleviate poverty and enhance quality self-reliance.

With our strategic approach, SEND Sierra Leone has adopted the global Sustainable Development Goals (SDGS) to guide national development planning and implementation. The pursuit of economic equality and social equity are mainstreamed in the SDGs. Our commitment to the government is to improve the delivery of social services, strengthen gender and social inclusion, and prioritize the education sector.

SEND Sierra Leone is an independent structure, a local NGO registered in Sierra Leone. Our portfolio includes community development, WaSH, health, nutrition/agriculture and women's empowerment.

Intervention areas are in the districts of Kailahun, Kenema, Kono, Western Areas Urban and Rural districts and more recently, the district of Bonthe.

Our vision is to see a Sierra Leone where people's rights and well-being are guaranteed. Our mission is geared towards the promotion of good governance, voice, accountably basic services and equality for women and men in Sierra Leone.

We envision a SEND SIERRA LEONE that is different and innovative in development interventions in Sierra Leone. Social Media is one of the ways to provide information and help the organization reach out to targeted audiences. However, Social media is nothing without the content developed and launched on its platforms. Seek for services that develop graphics both still and motion and communicate our brand's message effectively. Services that ensure the outcome of our interventions in Sierra Leone are able to sell itself without the need of the sales man. We seek services that create content that sell our products and services without the need of a salesman thus reducing our cost and increasing our return on investment

Social MEDIA Management Services needed

Help SEND advertise through social media to target our exact demographic and get leads faster at a lower cost. The consultancy services should help SEND SIERRA LEONE

- Brand awareness (Followers)
- Build relationships
- Increase website exposure
- Increase resources for our program interventions in Sierra Leone

SEND SIERRA LEONE seeks the proposed services to increase its social activity which is virtually non-existent. We want to focus on brand awareness, audience engagement and drive

our level of visibility through patronage of the creativity and innovations in the sectors that we operate.

By the level of service provided, the consultant should be able measure page likes posts, post engagement post impressions, individuals' associations and donor partners engagement and use of the content

Expected deliverables

- Audit, Plan and Develop a Social Media and Digital Marketing Strategy in partnership with SEND SIERRA LEONE PROJECT TEAMS
- Design and Develop SEND SIERRA LEONE Theme and Social Media Page Theme
- Generate Content for all Social Media based on Social Media and PROJECT Marketing Strategy
- Launch and Management of Social Media Pages
- Posting of Content & Engagement with Audience
- Reporting and Feedback to SEND SIERRA LEONE

Targets

- Weekly and Monthly Analytics: such as follower growth, reach, demographics of engagement, comments, likes, shares, retweets, etc.
- Reporting-summarizing various results over each month.
- Three Thousand Organic Followers of SEND SIERRA LEONE within a year for all pages created and managed
- More ten Thousand Impressions on SEND SIERRA LEONE
- Twenty Thousand Digital audience reach

Duration

Consultant services are to be provided for the first one year with possibility of renewal for another year.

Deadline:

Friday 20TH December 2019

Kindly send all proposals, quotes and portfolios for services to be rendered to the following emails:

esmond@sendsierraleone.com

ayamga@sendsierraleone.com