# Request for Independent Consultants (RFIC)

**Issuing Date**: 6/19/23

**Solicitation Number**: 1115-COMMS

**Offer Deadline**: 7/19/2023

Counterpart International (hereinafter Counterpart) is soliciting Offers for consultancy services as described in this Request for Independent Consultant (RFIC). These services are required under the Civil Society in Action Program (hereinafter “the Award”) funded by United States Agency for International Development (hereinafter USAID).

Counterpart hereby invites Independent Consultants (hereinafter “Offerors”) to submit offers (hereinafter “Offers”) for the services described in the attached scope of work. Offerors should put forward their qualifications, experience, and price quotes to support COUNTERPART for a consulting service.  As a result of this RFIC, COUNTERPART anticipates issuing an independent consulting agreement (ICA).

INSTRUCTIONS TO Offerors

**Offers Validity Period**

Offers shall remain valid until 7/30/23 which is eleven (11) days after the offer deadline. An offer valid for a shorter period shall be rejected as non-responsive.

**Counterpart’s Rights and Notification of Award**

1. Only shortlisted Offerors will be contacted.
2. Counterpart reserves the right to conduct additional selection process steps as needed, such as interviews, presentations, site visits, request copies of previous contracts, paystubs…etc.
3. Counterpart reserves the right to accept or reject:
4. Any Offer
5. Late Offers
6. Counterpart may cancel this RFQ at any time.

**Contents of Offer/Submission Requirements**

The following Documents must be included in the Offer

1. Offeror’s resume (CV)
2. Offeror’s Rate Sheet (Attached) DO NOT submit USAID 1420 “Personal History Form”
3. Two recommendation letters from previous employers/consultancy within the past two years **or** contact information for references
4. Signed cover letter with the following statement:

* “I hereby certify that, to the best of my knowledge and belief:
* I have no close, familial, or financial relationships with any Counterpart or Armenia 1115 Civil Society in Action project staff members.
* I have no close, familial, or financial relationships with any other offerors submitting proposals in response to the above-referenced RFIC; and
* The prices in my offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
* All information in my offer and all supporting documentation is authentic and accurate.
* I understand and agree to Counterpart’ prohibitions against fraud, bribery, and kickbacks.

I hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete.”

All Offers must be submitted to Mikayel Koshkaryan at [mkoshkaryan@counterpart.org](mailto:mkoshkaryan@counterpart.org) and Magda Avetisyan at [mavetisyan@counterpart.org](mailto:mavetisyan@counterpart.org)

**Qualifications**

1. Bachelor's degree preferably in Journalism, Marketing, Political Sciences or other relevant field
2. Over 5 years of experience in communications/ outreach;
3. Excellent analytical, communication and teamwork skills;
4. Fluency in written and spoken Armenian and English
5. Solid computer and multimedia skills
6. Knowledge of Wordpress, and social media sites such as Facebook, Twitter, YouTube, etc.
7. Must be legally authorized to work in Armenia

**Evaluation Criteria**

Counterpart anticipates awarding an Independent Consultant Agreement (ICA) to the responsible applicant(s) whose Offer is deemed acceptable based on the evaluation criteria below:

|  |  |  |
| --- | --- | --- |
| **Criterion** | **Description** | **Points** |
| **Qualifications and Experience** | Academic, years of experience | 40 |
| **Past Performance and relevant experience** | Experience, recommendations letters, reference check results, technical capabilities | 40 |
| **Daily/Hourly Rate** | Daily or hourly rate is reasonable and consistent with similar qualifications and expertise in the market. | 20 |
| **Total:** | | **100** |

**Scope of Work**

1. **Objective of the Assignment**

The Communication/Outreach Consultant will develop integration, implementation and measurement of a range of communication activities related to the strategic direction of the CSA Activity. S/he will be responsible to support the further development and implementation of the communication plan to advance CSA identity, to broaden awareness of the Activity’s key priorities, increase the visibility of its activities to key stakeholders and ensure transparency and accountability of the Activity. Tasks include development of communication/outreach strategy, development and management of Counterpart/Armenia website, social media pages, production of photo and video stories, development of infographics, constant communication with all components of the program, as well as with different stakeholders.

1. **Scope of Work**

The bidder is anticipated to provide the following core services/tasks:

* Develop CSA Activity print and digital communication materials;
* Strategize, develop and measure new media products;
* Develop, manage and update Counterpart/Armenia website and social media pages;
* Assist in preparing talking points, speeches, presentations and reports as needed;
* Develop media advisories, attend programmatic events to develop website articles and other media content.
* Ensure visibility of CSA Activity in existing CSO and other relevant media platforms.
* Produce visuals for programmatic reports and publications;
* Manage outreach archives for the Activity including visual media;
* Report in Counterpart’s management information system.
* Ensure compliance of all Activity related communications materials with USAID CSA Activity approved Branding and Marking Plan.

1. **Place of Performance, and Other Conditions.**

The consultancy will take place at the Counterpart International Office in Yerevan, Armenia.