



Ref.No. AP-23-CO-0020

Subject: HCT Social Media Management 1 year

Higher Colleges of Technology
United Arab Emirates

[Type here]



A- Specifications and Scope of Work & General Terms & Conditions

Specifications and Scope of Work

The Higher Colleges of Technology requires a leading digital media agency to plan, organize, implement and manage a series of social media campaigns for a period of one (1) year so as to reposition HCT in the UAE higher education, research and innovation markets; increase HCT's SEO and rankings; and enable HCT establish a dedicated footprint in the global educational market.

The work conducted by the agency will focus on the five (5) main pillars, as follows:

- The role of HCT in supporting graduate employment in private sector.
- The role of HCT in supporting entrepreneurship and innovation in the HCT community
- HCT new programs, degrees and diplomas.
- Success stories of HCT students, Alumni, Faculty and startups.
- Year of Sustainability.

1. Detailed Specification

Scope of work	Services
<ul style="list-style-type: none"> Review HCT's social media platforms, evaluate marketing activities, review the level of engagement, and following up on the activities of competing institutions. Develop an annual social media strategy for HCT to develop a communication strategy consistent with the institution's marketing objectives and the targeted audience. Develop the annual strategy in line with HCT's strategies, projects, services and community responsibilities, thus contributing to increasing the number of followers and interaction to reach the largest segment of targeted audience. Define the institution's style and language across social media platforms. Develop creative content to attract the targeted audiences as per the specifications in this document. Consolidate the concepts and directions of the UAE's leadership related to the work sphere and supporting the country's initiatives. Identify major or seasonal state-related occasions/events to be considered in the content plan. Provide an overview of the types of purchasing ads on social media to support all activities. Track and measure performance based on key performance indicators (KPIs). 	Strategy for Creative Campaigns on Social Media
<ul style="list-style-type: none"> Develop the institution's visual identity on social media Prepare a guide for the use of social media and the team's working mechanism Prepare a guide for the use of digital visual identity 	Digital Visual Identity & Guidelines

[Type here]

Managing creative content production for social media campaigns, including: <ul style="list-style-type: none"> Instagram, Twitter, Facebook, LinkedIn, YouTube & TikTok 	
---	--

<ul style="list-style-type: none"> Regular management of the institution's social media platforms and channels. Schedule and post content on the institution's social media platforms five days a week. Prepare monthly plan themes and communicating with the HCT's team for get the approval, and then manage the implementation process with the agency internally. Meet periodically with members of the Communication team in all HCT’s campuses to develop monthly content plans. Provide live coverage of events using mobiles for Instagram stories across all HCT’s campuses in the country over 10 working days monthly at a rate of one working day for each event (non-inclusive of accommodation costs outside Dubai). Provide the institution with monthly reports on the performance and results of marketing campaigns, measure engagement and interaction levels, and the level of increasing numbers of followers across all HCT’s social media platforms and channels, in addition to the reports on monthly campaigns. Allocation of a special team by the Agency to work for the institution The Agency to prepare and develop the designs for all HCT’s social media platforms (managing the visual identity on HCT’s social media pages) 	Management of Creative Campaigns on Social Media
<p>Requirements:</p> <ul style="list-style-type: none"> 32 posts per month/including all social media accounts and platforms Innovation-based posts will include: <ul style="list-style-type: none"> 8 fixed posts 8 interactive posts 3 Tiktok peels/videos 3 edited videos 10 Instagram Stories with 3 frames per story <p><u>Allocate a team to follow up and support the requirements, including:</u></p> <ul style="list-style-type: none"> Executive Manager - Visual Identity Creative Designer Arab Editor Animator/Animated Graphics Designer Video Editor 	Create content for social media platforms
<p>Video and photography services including:</p> <ul style="list-style-type: none"> 5 working days of video shooting monthly 2 working days of photography monthly <ul style="list-style-type: none"> Videographer/Video Editor Photographer 	Photography/Videography & Event Coverage
Manage and activate purchasing ads campaigns on various social media sites according to the targets and KPIs agreed upon in the annual executive plan.	Purchasing Ads

[Type here]

Promotional campaign ideas include:

- Proposals for video idea
- Producing and shooting the idea (non-inclusive of the costs of external sites)
- Working on video visual identity
- Writing video script
- Videography equipment, except for Drone footage
- Sound Engineering
- Video Producing
- Soundtrack
- Not inclusive of actors and talents
- Inclusive of Audio Recording

Producing and
shooting
professional
creative videos

2. Commercial BOQ

Mentioned above all requirements

3. Project Timeline

Mentioned above all the timeframe work.

4. Technical Terms & Condition (Special Terms related to SOW not to procurement Procedure)

The Agency selected shall comply with the general obligations and perform the generally required functions described in this section throughout the project. All of the services and efforts shall be carried out in coordination with the proposed Project Management from the agency with weekly update and must adhere fast track methodology to achieve the deadline. The selected bidder will be required to develop and execute an agreed work plan and methodology based on the terms of reference enlisted in the scope of work.

Firms interested in responding to this RFP should submit a detailed Technical proposal together with a financial Proposal details and a list of similar projects undertaken by the firm/company in the past (including a list of references with contact details).

The Agency must fulfil all requirements of this document to be considered in the usual RFQ process, including providing the following:

- Response to Project Goals and Scope
- Firm Experience and Qualifications
- Key Personnel Experience
- Proposed Schedule and milestone

All work developed by the agency for this Project will be the property of HCT. The agency shall provide electronic and hard copy files to the HCT Communication Director.

Please describe recent experience relevant to this project. Include the location and description of the project(s), key staff that worked on the project(s) and how you measured the results or effectiveness of the project.

Agencies need to show:

- Experience with creating and launching a new brand, including design standards
- Experience in developing brand strategies and implementations thereof.
- Experience working with Educational entities, local governments or brand families

[Type here]

B- Technical Compliance Submission

(To be completed by Vendor)

#	Description	Comply (Y/N)	Remarks
---	-------------	--------------	---------

Compliance to A- Scope of work & General Terms & Conditions

1.	Capability to create exciting social media content As listed in Scope of work & General Terms & Conditions		
2	Capability to perform HCT Social Media Listening and Reporting As listed in A- Scope of work & General Terms & Conditions		
3	Capability to develop short videos, animations and infographics As listed in A- Scope of work & General Terms & Conditions		
4	Capability to create thought leadership content and media buying for the same As listed in A- Scope of work & General Terms & Conditions		
5	Compliance to Payment Terms As per HCT Payment Terms		
6	Validity of Offers Should be valid for a period of <u>90 days</u> from the date of closing.		

Any reference to a specific brand is for the purposes of establishing quality; vendors may propose alternate products that meet the requirements of HCT and conform to highest international standards

Company Name & Stamp

Contact Person Name & Mobile #

Job No. Setting up the HCT Communication Function for Success
B- Technical Compliance Submission

Page 1 of 1

[Type here]

**Management of Social Media & Services Provided
For one year**

Commercial Proposal Template	Quantity	Price
Ongoing service to enhancing HCT look and feel on social media	12/Month	
<ul style="list-style-type: none"> - 32 posts per month/including all social media accounts and platforms - Innovation-based posts will include: <ul style="list-style-type: none"> o 8 fixed posts o 8 interactive posts o 3 Tiktok peels/videos o 3 edited videos o 10 Instagram Stories with 3 frames per story 	32/Month	
Video services including: <ul style="list-style-type: none"> - Creating short videos for 5 main events/activities monthly 	5/month	
Photography services including: <ul style="list-style-type: none"> - shooting photography for 2 main events/ activities monthly 	2/month	
Managing and activating purchasing ads campaigns on various social media sites according to the targets and KPIs agreed upon in the annual executive plan.	4/month	
Promotional campaign include: (1 Campaign quarterly) <ul style="list-style-type: none"> - Proposals for video idea - Producing and shooting the idea (non- inclusive of the costs of external sites) - Working on video visual identity - Writing video script - Videography equipment, except for Drone footage - Sound Engineering - Video Producing - Soundtrack - Not inclusive of actors and talents - Inclusive of Audio Recording 	4 (1 in each quarter)	

[Type here]

Technical Evaluation Report

Date: 15/02/2023

Ref	No.	Description	Technical Weightage	Vendor 1		Vendor 2		Vendor 3	
				Score	Remarks	Score	Remarks	Score	Remarks
	1	Understanding of Project Scope & Requirements	15						
	2	Media plan and Strategic Approach	15						
	3	Experience with similar Projects in Govt Sector	20						
	4	Experience with Education Sector	20						
	5	Ability to deliver project on time	15						
	6	X-Factor	15						
			100	0	0%	0	0%	0	0%

Note:

- * Offers will be evaluated with 70% weightage for technical and 30% weightage for commercial.
- * Bids with a total score of 75% or more are eligible for further consideration.

[Type here]