

## CALL FOR EXPRESSION OF INTEREST (EOI)

Description	Strategic Communications Services
Requesting Unit	UNAIDS Communications and Global Advocacy
Reference Number	EOI-2013-14
Posting Date	01-July-2013
Deadline for submission of EOI	14-July-2013

Interested suppliers are invited to send in their Expression of Interest.

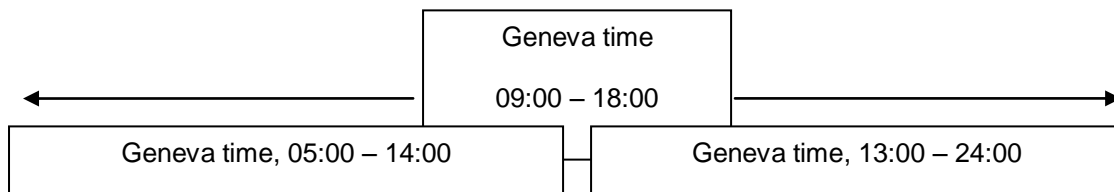
### Context:

The responsibilities of the Communications and Global Advocacy department within UNAIDS includes effectively positioning UNAIDS and our issues with key audiences, and to create, manage and share knowledge with partners and potential partners in the AIDS response.

We work with a multimedia approach including communications, web and social media.

### Objectives:

- This Expression of Interest (EOI) is published to identify individuals interested in submitting their offers to a Request for proposals exercise.
- UNAIDS is planning to launch a Request for Proposals (RFP) to identify individuals or organizations to support the Secretariat in defining the strategy to be used in key areas of communication and delivering the final product to the Communications and Global Advocacy department in the areas of support described below during a period of twelve months.
- The contract would cover multiple assignments during the contractual period, where each assignment is expected to be delivered between two to five days from the date it is requested with frequent prioritized interactions and usually a fixed deadline, defined by the nature of the task, agreed to at the beginning of each assignment.
- UNAIDS has estimated a potential volume of work of about 140 assignments during the contractual period. UNAIDS however does not guarantee the volume of work. It is the intention of UNAIDS to award two to three contracts to ensure availability of resources at short notice.
- UNAIDS is striving to deliver around-the-clock communications activities, therefore the ideal service provider should be able to deliver services outside of Geneva working hours with some hours overlapping for the purposes of coordination.



- Following the results of the EOI, a Request for Proposals will be published with refined terms of reference (TOR) based on feedback received in the EOI. Participation in the EOI does not guarantee been eligible for participating in the RFP nor it eliminates other potential bidders from participating in the RFP, however it allows UNAIDS to establish a contact for communicating the launch of the RFP.

**Areas of Support:**

All deliverables and correspondence will be in English, therefore excellent knowledge of English is required. Advanced level of French is highly desirable and knowledge of other UNAIDS official languages (Russian and Spanish) will be an advantage.

Each assignment will be producing a combination or a single deliverable from the main tasks specified below:

<b>Press Release, Statement, Fact Sheet, or Update</b> Develop clear, compelling proactive media outreach materials
<b>Media Strategy</b> Draft plan addressing context, objectives, tactics, and materials
<b>Reactive Media Relations</b> Advise on media strategies and draft messages, Q&As, or quotes in response to breaking news or critical developments (multi-day or ongoing crises would require more time)
<b>Story Pitch Ideas</b> Brainstorm feature story ideas; draft pitches; identify target reporters/outlets and conduct outreach as appropriate (several story ideas will be generated for each topic or issue)
<b>In-Country Executive Support</b> Draft/edit briefs and talking points; advise on or draft media strategies and materials; conduct outreach, as needed
<b>Reports</b> Research, write, and edit substantive reports; cost depends on extent of original research, extent of engagement with experts, number of experts involved, review process, rounds of revision, and length

**Expected qualifications of supplier of services:**

UNAIDS is looking to engage companies or individuals with proven expertise in the provision of communications services in English for international organizations with at least 5 years of experience and formal qualifications to deliver those services. Companies providing more than one individual would be required to explicitly assign individuals so that UNAIDS can track and verify their qualifications and experience.

**Expression of Interest:**

IMPORTANT: No formal offers or prices are requested in this phase.

Email for submission of EOI: [TechnicalBids@unaids.org](mailto:TechnicalBids@unaids.org)

(Please indicate Ref. No. EOI-2013-14 in all submissions)

Deadline for submission of Expression of Interest: 14<sup>th</sup> July 2013

Submissions for expression of interest shall include the following elements:

- List of similar projects carried out (for similar organizations, preferably international ones and companies, with a brief description of the services provided for each.
- In the case of companies expressing interest please provide us with a short summary of the Organization's structure and number of employees working for the company that would be proposed to deliver services at the time of bidding.

This EOI does not constitute a solicitation. We do not require bids or proposals at this stage; we merely seek your expression of interest in participating in the tender.

A response to this Request for Expression of Interest does not automatically ensure that you will be selected to participate in the tender.

UNAIDS reserves the right to change or cancel the requirement at any time during the EOI and/or solicitation process.

UNAIDS also reserves the rights to require compliance with additional conditions as and when issuing the final tender document.

UNAIDS will respond in writing (via email only) to any requests for clarification of the EOI that it receives prior to 17:00 (Geneva time), 7<sup>th</sup> July 2013. All answers to queries will be posted on 09<sup>th</sup> July 2013.

Contact	UNAIDS   <a href="mailto:Bids@unids.org">Bids@unids.org</a>
Last updated	1 <sup>st</sup> July 2013