

Solicitation for Technical Consultant to develop and implement targeted digital social media campaigns for NGOs to promote HIV prevention, HIV testing, and ARV treatment among different key and priority (KP/PP) populations in Ukraine

USAID Ukraine Community Action for HIV Control

December 2022

I. Background

FHI 360 is a nonprofit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. Our staff includes experts in health, education, nutrition, environment, economic development, civil society, gender, youth, research, technology, communication, and social marketing- creating a unique mix of capabilities to address today's interrelated development challenges. FHI 360 serves more than 70 countries and all U.S. states and territories. In particular, FHI 360 is a global leader in HIV prevention, care, and treatment programs since the 1980s, pioneering strategic approaches to HIV services, adapting, and expanding its programs based on lessons learned from experience around the world. Working with national HIV/AIDS prevention and control programs throughout the world, FHI 360 has supported implementation of a combination of approaches including strategic behavioral communication, voluntary counseling and testing, condom promotion and distribution, management of sexually transmitted infections (STIs), workplace programs, risk reduction among key populations, prevention programs for youth, drug use treatment, and blood transfusion safety.

FHI 360 serves as the lead technical partner to Pact on USAID Ukraine's Community Action for HIV Control Activity. This program will advance Ukraine's progress toward its 95-95-95 HIV goals and reduce the HIV burden. Community Action will reach vulnerable key and priority populations with differentiated, client-centered interventions that deliver targeted prevention, thereby slowing new infections; improve case-finding and uptake of testing, thereby improving awareness of HIV status; and facilitate efficient linkage to care, thereby increasing treatment coverage.

II. Purpose

FHI 360 seeks a Technical Consultant to develop and implement targeted digital social media campaigns for NGOs to promote HIV prevention, HIV testing, and ARV treatment among different key and priority (KP/PP) populations in Ukraine. Targeted digital social media campaigns will be aimed at increasing the demand in HIV services provided by local NGOs among hard-to-reach KP and PP. Subsequently, it is expected that implementation of targeted social media campaigns will help local NGOs expanding the channels of communication with potential clients who are active online.

III. Level of Effort, Period of Performance and Location

The period of performance for this consultancy is from January 1st, 2023¹ to July 31st, 2023. The anticipated level of effort (LOE) for this assignment is 100 (one hundred) working days, to be

¹ The start date might be subject to a change to a later day, will be determined upon finalization of approval processing of Consultant Agreement.

completed within the period of performance. The work will be conducted remotely.

IV. Detailed Description of Tasks to be Performed

The consultant will perform the following tasks:

- 1) Analyze the report on rapid assessment of existing social media strategies to promote HIV prevention, testing, and linkage to ARV treatment among different key and priority (KP/PP) populations at the community level in Ukraine (the report will be provided by FHI 360's "Community Action for HIV Control" USAID project team (CAHC team)) and propose a short list of NGO candidates to be included in the development and implementation of targeted digital social media campaigns.
- 2) In consultations with the FHI 360's the CAHC team, develop creative concepts of targeted digital social media campaigns for each shortlisted NGO.
- 3) Conduct thematic briefings with the shortlisted NGOs to present, discuss and confirm the creative concepts, target audiences and digital channels.
- 4) Based on the feedback from the briefings, adapt and finalize creative concepts for different target audiences and digital channels.
- 5) Develop publications, advertisement, bloggers/influencers support plans for the implementation of the finalized creative concepts.
- 6) Facilitate the launch of the finalized creative concepts, targeted digital social media campaigns for each NGO.
- 7) Provide ongoing expert and technical support for each NGO during the process of implementation of the finalized creative concepts, targeted digital social media campaigns.
- 8) Analyze the implementation of targeted digital social media campaigns by each NGO and provide corrections to the implementation plan.
- 9) Prepare final report on the results of the implementation of targeted digital social media campaigns, describing what worked, what audience was reached, which digital channels worked for each of the involved NGO.

V. Deliverables/Milestones

A consultant will produce the following deliverables within the period of performance and expected LOE:

- 1) A shortlist of NGOs to be included in the process of development and implementation of targeted social media campaigns – by 01/15/2023.
- 2) Creative concepts of targeted digital social media campaigns for each shortlisted NGO
Briefings for NGO partners – by 01/30/2023.
- 3) Thematic briefings with the shortlisted NGOs to present, discuss and confirm the creative concepts, target audiences and digital channels – by 01/30/2023.
- 4) Final creative concepts, publications, advertisement, bloggers/influencers support plans – by 02/28/2023.
- 5) Ongoing expert and technical support for each NGO during the process of implementation of the finalized creative concepts, targeted digital social media campaigns – during March-June 2023 (by 06/30/2023).

- 6) Ongoing analysis of the implementation of targeted digital social media campaigns – during March-June 2023 (by 06/30/2023).
- 7) Final report on the results of the implementation of targeted digital social media campaigns – by 07/31/2023.

VI. Evaluation Criteria/Required Qualifications

The consultant is expected to have the following qualifications and skills, at a minimum:

- 1) Strong knowledge of marketing and targeting (working with selected target audiences).
- 2) Demonstrated experience in developing and implementing digital advertisement campaigns.
- 3) Demonstrated experience in managing marketing and digital advertisement projects.
- 4) Demonstrated experience in conducting marketing research.
- 5) Familiarity with the HIV prevention topic is a plus.

VII. Instructions to Apply

Offerors wishing to respond to this solicitation should submit their CV in English, Cover letter confirming the interest and availability for the indicated period of work and Price Offer in USD per working day to ukraine.procurement@fhi360.org by **December 8th, 2022**.

The offerors might receive email request from FHI 360 to provide additional information that will be deemed as necessary for selection process.

VIII. Disclaimers

- 1) FHI 360 may cancel this solicitation at any time.
- 2) FHI 360 may reject any or all responses received.
- 3) Issuance of the solicitation does not constitute an award commitment by FHI 360.
- 4) FHI 360 reserves the right to disqualify any offer based on failure of the offeror to follow solicitation instructions.
- 5) FHI 360 will not compensate any offeror for responding to solicitation.
- 6) FHI 360 reserves the right to issue award based on initial evaluation of offers without further discussion.
- 7) FHI 360 may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities.
- 8) FHI 360 reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition.
- 9) FHI 360 will be contacting each offeror to confirm contact person, address and that bid was submitted for this solicitation.