



MONTENEGRO
Ministry of Capital Investments
Second Energy Efficiency Project - MEEP 2

Request for Expressions of Interest
For
Social Media Specialist
(Part Time)

Loan No: 8870-ME

Reference No. **MNE-MEEP_2-8870-ME-CS-IC-21-2.3**

(Re-advertised III / November 20, 2021)

The Government of Montenegro has received a loan in the amount of EUR 6 million from the International Bank for Reconstruction Development (IBRD) toward the cost of the **Second Energy Efficiency Project-MEEP 2**, and intends to apply part of the proceeds to payments for consulting service to the engagement of the **Individual Consultant -Social Media Specialist to support implementation of MEEP 2 and perform the gender-informed communication and awareness raising campaigns**, on activities under MEEP 2. The MEEP 2 have aims to: (i) finance retrofit of additional 18 health buildings, (ii) establish the monitoring system of energy consumption and (iii) develop a sustainable energy savings capture model that will enable the use of the funds, obtained by savings for implementation of future energy efficiency projects. The MEEP 2 project financing EE measures designed to generate considerable energy savings. Eligible measures include: retrofits of object envelopes (including façades, windows, roofs and doors), heating and cooling system upgrades (including fuel switching), lighting and domestic hot water systems.

The objective of the assignment is Campaign which needs to include information, education and promotion activities in order to increase awareness on the benefits of EE by disseminating information on MEEP and MEEP 2 activities, progress, results, lessons learned and impacts, including increase public awareness regarding energy savings.

The Social Media Specialist (Consultant) will be in charge to perform the following:

- Develop, implement and manage MEEP 2 social media strategy;
- Define most important social media for MEEP 2;
- Create a recognizable image in the wider public and creates the publicity of MEEP 2 activities;
- Generate, edit, publish and share daily content on social media (original text, images, video or HTML);
- Set up and optimize MEEP 2 pages within each platform to increase the visibility of MEEP 2;
- Measure the success of social media activities;
- Liaise with MEEP 2 partners to ensure their contribution in communication related actions;
- Review the presentation of MEEP 2 project on web site of the Client and propose improvements;
- Work with Client to link the posted material on social networks with web site;
- Maintain a library of photographs, videos, and other materials for communication;
- Create a community of followers.

Consultant is responsible for organization and execution of all above tasks, to be conducted on the Part-Time basis, over the period of 1 year which include 3 months of probation period.

*The detailed Terms of Reference (TOR) for the assignment can be obtained at the addresses given below or on the following link: <http://energetska-efikasnost.me/tenderi/> .

The **Ministry of Capital Investments** and **Ministry of Health** (“the Client”) through the Technical Service Unit (TSU) now invites eligible Individual **Consultants** (“the Consultants”) to indicate their interest in providing above services. Interested Consultants must provide information indicating that they have the required qualifications:

- University Degree in Communications, Marketing, Business, Media or Public Relations or another relevant field or MSc or PhD in any field;
- Minimum 3 years of working experience; minimum 2 years of social networking experience and social analytics tools knowledge;
- Excellent knowledge of social networks such as Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices;
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills;
- Reference from state and public institutions and private companies for provided services will be consider as an advantages;
- Fluency in English.

Interested Consultant may submit other documents considered important and which are not listed above, to justify qualifications relevant to the assignment.

Consultant will be selected in accordance with the (IC) method of selection, set out in the **World Bank’s Procurement Regulations for Investment Project Financing (IPF) Borrowers’, issued in July 2016, Revised November 2017 and August 2018.** The attention of interested Consultants is drawn to paragraph **3.14** setting forth the World Bank’s policy on conflict of interest.

Interested consultants may obtain further information at the address below from 9-15 hours local time.

Expressions of interest must be delivered by e-mail and in a written form to the addresses stated below (in printed form/ Envelope should clearly indicate Ref.No: MNE-MEEP_2-8870-ME-CS-IC-21-2.3). Deadline for submission is **December 06, 2021, 15,00h** local time.

Ministry of Finance
Technical Service Unit

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