



Bidding Request **Digital Marketing and Social Media Marketing**

Sanadi 2.0

Project Timeline: July 2020 – March 2021

1.0 Background

The M-Coalition (MCO) is the only regional network devoted to promote and support LGBTIQ health in the Middle East and North Africa Region (MENA). MCO was founded in 2014 and works through advocacy, information exchange, knowledge production, networking, and capacity building. The M-Coalition strives to involve members of the LGBTQ community and people living with HIV and other Key Populations at all levels of its strategy, policy development and implementation, and internal governing processes. M-Coalition is currently the health department of the Arab Foundation for Freedoms and Equality.

The Arab Foundation for Freedoms and Equality (AFE) is a regional organization based in MENA which encourages and supports sexual health, sexuality, gender and bodily rights movements in the Middle East and North Africa through capacity building, knowledge production, protection and advocacy.

1.1 Project Description

Sanadi 2.0 is a complex activity which puts together different aspects of service delivery, knowledge, networking and emergency preparedness. By working together with professionals and different partners in MENA and beyond we are able to improve service delivery, specifically for key populations and to equip activists with tools and knowledge to better respond to emergencies and unconventional situations. Sanadi 2.0 is based on these key pillars:

A. Health Index

B. Mapping of services



C. Learning Course

D. Marketing and Campaigns

E. Partnership and Networking

1.2 The Marketing Component

The project brings together over 20 organization from around the world to put the best expertise in producing the best content. The role of the Marketing Agency here is to support promoting the project every step of the way through creative posts, events, webinars and more importantly branding of the new Sanadi 2.0 identity.

Another part would be promoting the Sanadi platform, and all news related to Sanadi and the partners involved. This includes support the in house media and communications team with the newsletter and digital content.

Another part of Sanadi is a video campaign mainly to promote the portal and its components and the marketing involved in pushing conversions.

1.3 Main Tasks

Branding, identity creation of Sanadi

Digital Media content Production

Social Media Management

Produce 1 Video Media Campaign

Digital Marketing, boosting and ads management

Promoting Sanadi, the partners and the work

1.4 Eligibility and Requirements

- Regional / Global Experience is a must
- Ability to work with different languages
- Business Portfolio
- Minimum 5 years of experience in digital marketing
- Knowledge around Health, LGBT populations, NGOs is a plus



1.5 The Bidding Process

You can apply for this bidding process if you are an organization or business that is registered.

- Send in a letter of interest or intent to why you would like to work with us
- Send in your business portfolio or any document which tells more about your organization, history, mission and vision and work.
- History of Key achievements, could be in a portfolio form, show reel or a document. Please make sure you include links, videos, photos.

If you are a group who works together but not under a formal organization, you will need to send in the same as above, along with:

- Names and Positions of all members of the team
- CVs of each member of the team
- Portfolio for work as individuals and as a group
- A joint letter signed by all the members indicating their commitment to work together

Send and email to mcoalition@afemena.org , Email Subject: **Marketing Bid**

1.6 Application and Bidding Procedure

Upon the deadline, all applications will be evaluated and only 4 will be selected to go forth through the bidding.

Then a brief and a meeting/call will take place with the 4 shortlisted agencies to deliver the project presentation and the budgets.

The teams will be asked to prepare an initial bid, plan and budget based on the provided information.

An internal committee will evaluate the bids and choose the one agency which will represent Sanadi.

Application Deadline June 30th, 2020