

Section/ Division: 3800	Assignment Title: Development of Social media presence & Storytelling for Authentic Imereti and Authentic Kakheti Tourism Clusters and their member SMEs	Project title:	Clusters 4 Development: Better Business Sophistication in Georgia		
		Weighting in %	(max. 100)	ment (2)x(5) (6)	
		(2)	(5)		
<b>1</b>	<b>Credentials of the company and assignment-relevant experience</b>				
	<i>Company demonstrating its strong record in the area of supporting and improving the digital presence of small and micro-businesses, area of social media development and management, branding and marketing.</i>	3			
	<i>Assignment relevant portfolio – links to similar past works that demonstrate ability of the company to deliver on this assignment and produce creative, high-quality products.</i>	3			
	<i>At least 10-15 social media pages developed</i>	3			
	<i>At least 4 years' experience in social media management</i>	3			
	<i>Portfolio of managing at least 4 accounts last year</i>	2			
	<i>Interpretation of the assignment objectives by the bidder:</i>	3			
<b>Subtotal for 1</b>		17			
<b>2</b>	<b>Interpretation of the assignment objectives by the bidder</b>				
	<i>Technical Approach</i>	3			
	<i>Strategy of implementation</i>	3			
	<i>Management, Development process and cooperation</i>	2			
	<i>Recommended approach to social media for small/micro tourism businesses</i>	3			
	<i>Content / Information Architecture</i>	3			
	<i>Training and coaching</i>	2			
	<i>A work plan to include proposed implementation schedule and activities to be performed by Contractor and suggested professionals for completion of this assignment</i>	2			
<b>Subtotal for 2</b>		18			
<b>3</b>	<b>Professional credentials and qualifications the proposed staff</b>				
<b>3.1</b>	<b>Expert 1: Team Leader</b>				
	<i>Education/training: Business Administration/Marketing/digitalization (BA)</i>	3			
	<i>Language: Excellent business language skills in English and Georgian</i>	5			
	<i>General professional experience: 5 years of working experience in marketing/digital consulting;</i>	3			
	<i>Specific professional experience: 2 years of working experience in tourism sector with the main focus on experience in implementation of digital tools, assessment of existing trends, requirements and needs of tourism market, Marketing, PR in tourism</i>	4			
	<i>Leadership/management experience: 3 years working experience as a team lead</i>	3			
	<i>Development Cooperation (DC) experience: will be an asset</i>	1			
<b>Subtotal for 3.1</b>		19			
<b>3.2</b>	<b>Expert 2: Social Media Manager</b>				
	<i>Education/training: Bachelor's degree in business, marketing, journalism, public relations or related field</i>	3			
	<i>Language: Excellent business language skills in English and Georgian</i>	3			
	<i>General professional experience: 3-5 years of social media management experience &amp; Strong understanding of marketing strategy and how to effortlessly utilize these concepts throughout various forms of outreach</i>	4			
	<i>Specific professional experience: General knowledge of Search Engine Optimization and internet ranking for web content</i>	3			
	<i>Leadership/management experience: Ability to manage and supervise a diverse group of people and simultaneously work toward many company initiatives at once</i>	2			
	<i>Development Cooperation (DC) experience: will be an asset</i>	1			
<b>Subtotal for 3.2</b>		16			
<b>3.3</b>	<b>Expert 3: Content Creator (copywriter)</b>				
	<i>Education/training: Marketing/PR/Journalism/Philology (BA)</i>	3			
	<i>Language: Excellent language skills in English and Georgian</i>	5			
	<i>General professional experience: 3+ years' experience with writing regarding various topics in Georgia</i>	2			
	<i>Specific professional experience: 2 years' experience of excellent writing, editing, and proofreading skills with a knack for storytelling and appropriately representing tone and message for varied audiences both in English and Georgian</i>	5			
	<i>Preferable experience in promotion of the tourism / cultural heritage sector</i>	2			
	<i>Development Cooperation (DC) experience: will be an asset</i>	1			
<b>Subtotal for 3.3</b>		18			
<b>3.4</b>	<b>Expert 4: Photographer visual Content Creator</b>				
	<i>Proven experience as a photographer in a competitive industry</i>	2			
	<i>At least 3 years' experience of social media promotion for businesses</i>	3			

	<i>Preferable experience in promotion of the tourism sector</i>	2		
	<i>Able to follow instructions clearly to achieve desired results</i>	2		
	<i>Experience in working closely with clients and colleagues to produce high-quality photographic images</i>	1		
	<i>Experience in using different techniques to enhance the photographs as required Use photo manipulation software to get desired results</i>	2		
	<b>Subtotal for 3.4</b>	12		
	<b>Grand Total</b>	100		