TERMS OF REFERENCE

AGREEMENT FOR PERFORMANCE OF WORK

MARKETING AGENCY CONSULTANCY

Project name: Integrated Care and support service business development in the Red Cross of the Republic of North Macedonia (RCNM)

Implementation period for marketing strategy: 15 January 2020 – 28 February 2021

Overall objective of the consultancy: Develop a marketing strategy on offering an economically sustainable Emergency Button (EB) Service) in Skopje, North Macedonia.

Background information

Due to an already and further increasing ageing population in the Republic of North Macedonia the demand for integrated care and support services for older women and men is currently much higher than the supply. The Red Cross of the Republic of North Macedonia (RCNM) is a nationwide recognized, professionally experienced and for free supplier of health and social assistance to older men and women in need. Yet the RCNM highly depends on foreign assistance to continue its crucial service delivery to foster life of older women and men in health and dignity. This aid dependency is challenging quality service provision on the long term. The project INTEGRATED CARE AND SUPPORT SERVICE BUSINESS DEVELOPMENT IN THE RED CROSS OF THE REPUBLIC OF NORTH MACEDONIA (RCNM) supports the RCNM to further offer quality provision of integrated care and support services for older women and men by developing a comprehensive business model for sustainable service delivery within its organisation. The business model will consist of three pillars to assist vulnerable older people and to generate income for financing these health and social services on the long term. The project will lead towards aid independence and lay the foundation for self-sustainable service provision.

The second pillar within this project is piloting of the Emergency Button (EB) Service. 60 older men and women in Macedonia will be selected as clients for the newly introduced and fee-based Emergency Button (EB) Service in the Republic of North Macedonia. The RCNM will establish a solid and efficient EB Service that is inspired by the Austrian and Swiss experiences in operating the EB Service effectively.

The project is designed as Strategic Alliance with the Austrian Development Agency (ADA). The Austrian Red Cross (AutRC) will manage and the Red Cross of the Republic of North Macedonia (RCNM) implement the project. AutRC and RCNM are looking for additional private and public partnerships with national and international organisations and businesses aiming at sustainable cooperation beyond the actual project duration.

1) OBJECTIVES OVERVIEW:

The objective of this consultancy is to design and develop a marketing strategy and branding positioning Emergency Button (EB) Service) in Skopje, North Macedonia. This will be done by providing step by step guidance on how to design, develop and implement the different elements composing the marketing strategy, that is the 7P's of the marketing mix.

2) OBJECTIVES DETAILLED:

a) To perform a market study. The consultant is expected to perform a market study including a) specific needs of services; b) the size of the market; c) competitors; d) marketing mix; e) sources of income; f) max. monthly price for a service/month; g) list of different service packages
b) To create marketing plan based on the marketing study for the next 3 years.
c) To create and offer minimum 8 proposals for logos and 5 proposals for name of the service.
d) To make branding and positioning of the service; This section should guide entrepreneurs in the development of a brand positioning that will engage customers with the company's product and/or service and with which they will feel identified.
e) To prepare digital marketing strategy; To create social media fan pages and social media campaigns
f) To prepare an idea for scenario for TV commercial
g) To prepare offline communication material. Marketing communications materials might include products catalogues, products profiles, stationary, business cards, electronic and print presentations, brochures etc. to create a digital version for leaflets and brochures.

3) ELIGIBILITY APPLICANTS must fulfil the following requirements:

- Be a registered company.
- Partnership and subcontracting are allowed, provided that the legal applicant entity has a substantial role in implementing the assignment. The applicant will be the only legal entity with which the contract relation will be established.
- Fluent communication in English and excellent writing skills.
- Extensive experience in (sustainable) marketing, social media marketing, access to market, communication, social and circular economy.
- Have prior experience in working with marketing for NGO's and social enterprises.

4) How to APPLY:

Interested entities should submit the following documents:

- Financial offer (maximum 1 page) t
- The company should submit suggested team members that will perform the duties, along the CVs from engaged personnelAplan for realization should be delivered, iProfessional portfolio and 2 project references (maximum 2 pages):

- Registration certificate from the Central registry of Republic of North Macedonia.

5) PAYMENT:

In three parts of the total sum (MKD), upon:

a) Signing of the contract; (30%)
b) Submission of a marketing plan for the next three years (2021-2023) (30%)
c) Completion of the agreement (40%)