

Call for Tenders for developing and implementing an external online communication strategy for the “Europe Goes Local strategic cooperation project

JINT vzw is looking for a service provider that **would take care of the external online communication of the “Europe Goes Local” project.**

JINT vzw is the Flemish knowledge centre for international youth mobility and international youth policy and it is the implementing National Agency for the Erasmus+ Youth in Action programme of the European Union in Flanders, Belgium.

1. The project

Europe Goes Local is a network project in the youth work field supported by the Erasmus+ programme and it involves about 200 local youth organisations and municipalities.

Aims and objectives of the project:

- Support the recognition, practice and quality development of youth work as part of municipal youth policy
- Strengthen the European and international dimension of youth work at the municipal level

2. The external online communication of the project

Channels

- The website (www.europegoeslocal.eu) promotes events, activities and actions of the project.
- Social media:
 - The [Facebook page](#) contains information about the project, mainly sharing the articles of the website. The page has approximately 1400 followers.
 - The [Facebook group](#) is to post information from a broader context, re-posting articles of partners and any news that can relate to the topic of the project.
 - The [YouTube channel](#) contains videos prepared during the events of the project.
- Online information letters for the partners: this function is to be developed.
- The Linked-in profile of the project is to be developed.

Aims of communication:

- Share news about the project.
- Support networking via sharing information about and from the partner organisations.

Target audience of the project:

- Elected political decision makers at the municipal level;
- Administrative personnel on municipal level, directly or indirectly responsible for youth work;
- Youth work practitioners (NGOs, municipal and church youth work, social work, children’s work, etc.);
- Representatives of local youth and advocacy organisations.

3. Cooperation and tasks

The service provider will work in close cooperation with the project coordinator of the Europe Goes Local project and when needed with the developers of the project website.

She/he will be responsible for carrying out the following tasks:

- 3.1 Update the communication plan of the project
- 3.2 Write articles for the website, introducing activities, actions and concepts that are carried out and developed by the members of the project. In order to do this, the expert will get in direct contact with the project partners, interview them and collect visual materials from them to illustrate the posts. The articles should use the methods of storytelling, personalizing the topics. 1 article/week is required on average.
- 3.3 Create posts in social media (Facebook and Linked-in) sharing the articles of the website.
- 3.4 Search for relevant content on the websites and in newsletters of partner institutions to share in the Facebook group of the project. These sources have to be pre-defined in the communication plan.
- 3.5 In case of project events, the communication expert will be required to cover the public communication of the event, cooperating with the visual team (photo and video). (The exact tasks for events will be defined specifically to each occasion.)

4. Timeframe

The service provider will be offered a contract for the period of 15 September– 31 December 2019. Prolongation of the cooperation is foreseen on the basis of mutual satisfaction concerning the results of the work.

5. The profile of the service provider

The tasks can be carried out by an individual free-lance expert or a company where assignments are implemented by various persons.

We are looking for an expert/company with the following experience:

- Social marketing, ideally in the non-profit sector (familiarity with youth work in an asset)
- Copywriting
- Online journalism, writing articles, conducting and editing interviews
- Storytelling (familiarity with visual storytelling is an asset)
- Creating communication plans
- Fluency in English

6. Submitting offers

Offers should cover:

- 6.1 A financial quote for carrying out the tasks mentioned under Article 3, covering the points of 3.1-3.4. for the timeframe mentioned in Article 4. For point 3.5, individual offers will be required for each occasion.
- 6.2 A list of references (with URLs) to prove the necessary experience described in Article 5.

Please, send your bid by e-mail to Judit Balogh (judit.balogh@jint.be) by the 6th of August 2019. Each applicant will be notified until the 15th of September.