



DOCUMENT III: TERMS OF REFERENCE

Marketing Plan elaboration and implementation for UNWTO Tourism Online Academy

1. Introduction

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio- economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes 166 countries and territories and more than 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

One of the strongest priorities of UNWTO is to digitalize education, to become more accessible and useful for everyone. In this regard, UNWTO Tourism Online Academy, in partnership with IE, was officially launched and presented at the framework of the UNWTO 23rd General Assembly 9 September 2019.

The Tourism Online Academy is an online learning platform which provides self-paced online courses that mainly focus on concepts, areas of interest and fundamental principles related to the tourism, hospitality and destination management industries.

Participants are able to study at their own pace and have access to courses from top universities around the world at an affordable price.

2. Development objective

The objective of this solicitation process is the elaboration and implementation during 12 months of a Marketing plan for the UNWTO Tourism Online Academy by a marketing specialized company.

3. Immediate Objectives

The objective for the creation and implementation of the Marketing Plan for the Tourism Online Academy is to provide services and actions focused on increasing the lead generation of the Tourism Online Academy. Specifically, the implementation of the Marketing Plan will:

- Enhance customer relationships
- Build brand awareness
- Grow market share
- Increase leads
- Increase sales

4. Scope of work

The awarded company will be required to develop and implement for twelve (12) months and with the highest professional standards the following tasks to Lead Generation, including but not limited to:

- Social Media channel marketing: Develop and manage digital marketing campaign under the supervision of UNWTO.
- Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, YouTube, etc.
- Set-up and creation 3-4 rotating ads/variations.
- Track the website traffic flow ensuring consistent tracking of campaigns.
- Fix any error in online content.
- Edit and post content, videos, podcasts, and audio content on online sites.
- Promote company's product and services in the digital space.
- Execute social media efforts to improve KPIs, likes, shares, tweets, etc.

5. Deliverables

The expected end product of this assignment will be:

- (1) An elaboration of a Marketing Plan
- (2) Complete execution of the Marketing Plan
- (3) Monthly reports on the implementation

6. Inputs

During the duration of the contract the agency will receive specific inputs for its implementation from UNWTO.

7. Evaluation Criteria

Technical bids shall be evaluated according to the following criteria and scoring:

Expertise and Capability of Proposer		Points obtainable	Points awarded
Expertise of organization submitting proposal			
1.1	Proof of experience, as demonstrated by prior work in international scope projects, projects with the Public Sector and Education institutions	100	
1.2	Demonstrated experience in the design, implementation and execution of the marketing plans and/or communication campaigns	100	
		200	
Proposed Work Plan and Approach		Points obtainable	Points awarded
Proposed methodology			
2	Marketing plan proposal – Timeline and deliverables. To evaluate: coherence of the proposal, solid proposal, proposed design, timeline execution proposed (80 points), Handover of specified Deliverables (100 points)	180	
2.1	Implementation services and Overall Execution Strategy of the proposed marketing plan To evaluate: Specific Execution Plan (250 points)	250	
		430	
Resource Plan, Key Personnel		Points obtainable	Points awarded
Qualification and competencies of proposed personnel			
3.1	Composition of the proposed team and their work tasks To evaluate: task and responsibilities of the people of the team (100 points); organization and hierarchy (70 points)	170	
3.2	Overview Team members education and professional experience information To evaluate: years of experience (50 points); languages (50 points); relevant degrees (50 points), working experience (100 points)	250	
		420	
70% of 1050 pts = 735 pts needed to pass technical		1050	

The technical proposal will represent 70% of the total score and the financial proposal will represent 30% of the total score.

The price criterion will be assessed on the basis of the total Net weighted price. The maximum number of points will be allotted to the lowest price proposal.

8. General Requirements

- Have excellent program management skills and demonstrated experience in managing international projects with activities in multiple countries.
- Have an established track record in Marketing, communications, branding and knowledge management, including web management, video and graphic development and editing, proofreading and copy editing; knowledge and experience in social media management (Instagram, Facebook, Twitter, blogs).
- Demonstrated experience working with a variety of stakeholders.
- Experience of working in multicultural teams and proven ability to build relationships with project partners.
- Excellent abilities in the use of ICTs, including developing and web-based resources, especially for project management and remote communication.
- Proven abilities analyzing sets of services provided by educational institutions establishments would be a strong asset.
- Proven abilities analyzing market preferably of education services/products would be a strong asset.
- Proven abilities implementing marketing strategy preferably for educational services and institutions would be a strong asset.
- Following strict time frame and the capacity to develop and deliver the work timely are a requirement.
- All members of the proposed team should have a graduate degree in a relevant discipline
- Fluency in English is required for all members of the proposed team, and additional language skills are a plus.
- Team leader must have a minimum of five years of relevant professional work experience.

During the duration of the contract, the company will coordinate with focal point for the project. UNWTO focal point will review and comment on the implementation of the marketing plan provided. A monthly report of the implementation of marketing plan will have to be prepared by the company.

Proposals must be submitted in English and in accordance with the specific requirements of the invitation to Tender and the bidding information document and without fail within the deadlines laid down therein. Late submission will lead to the exclusion of the proposal from the procedure.