



South Asia Regional Energy Partnership (SAREP)

EXPRESSION OF INTEREST SAREP-EOI-FY22-005- Amendment 01

Issuance Date: March 16, 2022

RTI International invites Expressions of Interest (EOI) from qualified individuals who are legally allowed to work in one or more of the listed countries i.e., Bangladesh, Bhutan, India, Maldives, Nepal, and Sri Lanka and the requisite expertise to deliver professional consultancy services on a short-term basis in the areas of marketing, communications, creative content and design services. within the scope of the USAID South Asia Regional Energy Partnership (SAREP). RTI is an independent, nonprofit research institute dedicated to improving the human condition and based in North Carolina, USA. SAREP is a five-year USAID-funded program focused on facilitating collaboration among its six countries of operation to accelerate the transition to clean energy, mitigate climate change, and promote energy security, economic development, self-reliance, livelihoods, health, and productivity throughout the region. More details about the program are available in the SAREP Factsheet, which is enclosed with this solicitation.

The consultant will work as a marketing, communications, creative content and/or design specialist for SAREP and will support the SAREP team in ideating, developing, modifying both text and creative content for the varied platforms.

AREAS OF EXPERTISE

Successful candidates will provide on-demand technical support services in one or more of the areas of expertise listed below. No one candidate is expected to have or provide expertise in all the listed domains.

Content creation

- Content planning for varied platforms (short-form, long-form)
- Content research and ideation
- Creative writing including report writing
- Reviewing content
- Editing and other editorial services

Graphic design and desktop publishing

- Creative designer for reports, books, brochures, flyers, etc.
- Presentation design
- Social media design
- Design for website and other online platforms
- Editing graphics
- Ability to use design software and tools

Marketing support (including social and digital media)

- Market research
- Media planning

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- Paid partnership support
- Influencer engagement support
- Social media campaign development & implementation
- Data analytics
- Email marketing
- Event logistics management
- Media buying
- Microblogging
- Lead generation (business-to-business, business-to-consumer)

Film production

- Corporate film production
- Television commercial production
- Scripting
- Casting services
- Shoot planning & logistics
- Videography
- Photography
- Set production
- Film direction
- Film editing
- Cinematography
- Sound production

Essential knowledge, skills, and abilities (KSAs):

1. Seeking two levels of experts for one or more of the above-listed areas of expertise
 - Mid-Level: 3 to 5 years of experience
 - Senior Level: 8 or more years of experience
2. Familiarity with the trends, technologies in the above areas and the associated challenges
3. Familiarity with the political, social, and cultural context of working in South Asia
4. Ability to work in fast-paced environment and meet deadlines
5. Excellent reading, writing and presentation skills in English are required
6. Fluency in a regional language, other than English would be an advantage
7. The ability to legally work in one or more of the following countries Bangladesh, Bhutan, India, Maldives, Nepal, or Sri Lanka

Valued but not required KSAs:

- Ability to multitask and manage small teams
- Willingness to work in a team
- Ability to work with limited supervision
- Prior work with international organizations particularly USAID is considered as advantage
- Good attendance and a commitment to being on time
- High level of ethics, honesty, discipline, and professionalism

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- Possess a positive attitude

PHYSICAL DEMANDS & WORK ENVIRONMENT

The consultant will primarily work from home with occasional travel to RTI Office, project locations, and meet with stakeholders when required.

SUBMISSIONS GUIDELINE

1. A cover letter in English describing how the applicant fits for these consultancy requirements in terms of sectors, technical expertise, general qualifications, and professional experience. Please clearly indicate specific sector(s) and technical expertise the applicant possesses, has proven track records of achievements, and outline contact details of three independent work referees.
2. Updated CV must be in English.
3. Expressions of interest should be submitted via email to SAREP-Procurement@rti.org no later by April 15, 2022.
4. Applicants should indicate the reference number on the subject line of their email as follows: SAREP-EOI-FY22-005- Amendment 01
5. Note: applicants who have previously applied need not apply again.

This call for Expression of Interest does not constitute a solicitation. RTI does not require proposals and prices at this stage; RTI merely seeks your expression of interest in participating in any future acquisition of the described types of services.

Due to the anticipated high volume of communications in response to this request for Expression of Interest (EOI), RTI will not issue confirmation as to receipt of EOIs.

Disclaimer: *Issuance of this EOI does not constitute an award commitment on the part of SAREP nor commit the project to pay for costs incurred in the preparation and submission of an EOI. Further, SAREP reserves the right to reject any or all EOI received. Similarly, an invitation for further negotiation or to submit a full application is not a commitment to award the contract to that application.*