

**Tender: Consultancy Service
Open for Local Consultant/Individual in Laos**

Country: Lao People's Democratic Republic

Organisation: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Address: GIZ Office Vientiane, House 373/Unit 18, Thaphalanxay Village, Sisattanak
Watnak Nyai Road, District PO Box 9233, Vientiane Capital, Lao PDR

Title or Assignment: Developing a short DCT website promotional campaign, Lao PDR

Project: Vocational Education Laos (VELA II) (PN: 18.2090.1-001.00, ref: 83464762)

Scope of Work:

- National Consultant for developing a short DCT website promotional campaign

Main Tasks: Consultant will have to deliver 5 tasks as below:

1. Develop a comprehensive digital marketing plan to enhance the visibility of the DCT website for student page
2. Create two short promotional videos specifically targeting the student page. These videos will emphasize the Career HUB features available to students, including career aptitude tests, OASA, and job profiles.
3. Manage relevant social media accounts (Facebook and TikTok) and pay for post boosting during the campaign period for 2 weeks (14 days)
4. Coordinate and work with local news agencies for article posts.
5. Provide a campaign final report.

Interested qualified local and regional consulting firms are invited to register to obtain more detail information of tender document by sending mail to register: LA_Quotation@giz.de from 08:00 to 16:00 starting 06 May 2024 until dead line submission **20 May 2024**. (please indicate your full address and please use this reference contract number 83464762 when request for registration)