

**Project:** PR Agency for Media Support for 2 years

**Need By:** [Click here to enter a date.](#)

**Est. Cost:** [Click here to enter text. QAR](#)

**RE:** **EAA/OUT/**[Click here to enter text./2023](#)

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## Overview

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## Project Overview

PR Agency to support Communications department with traditional media. The support will include communication planning, content creation, risk analysis and international media outreach.

## Organizational Background/Overview

Education Above All (EAA) is a global foundation founded in 2012 by Her Highness Sheikha Moza bint Nasser of Qatar with an aim to build a global movement that contributes to human, social and economic development through quality education and other welfare programmes and initiatives. With a particular focus on areas affected by poverty, conflict and disaster, the needs of children, youth and women will be championed and they will be empowered to become active members of their communities. By meeting the demand for education, we will equip them to support sustainable development, and to nurture environments of peace, security, justice and prosperity.

At EAA, we act as an umbrella organisation overseeing four core programmes: Educate A Child (EAC), Al Fakhoora, Reach Out To Asia (ROTA) and Protecting Education in Insecurity and Conflict (PEIC). The programmes provide educational opportunities with a special commitment towards communities facing poverty and crisis.

### Mission

To ensure inclusive and equitable quality education for vulnerable and marginalised people especially in the developing world, as an enabler of human development.

### Vision

EAA envisions bringing new life chances, real hope and opportunities to improve the lives of poor and marginalised children, youth and women especially in the developing world.

## Project Scope

### Project Management and Monitoring:

- Embedded highly experienced account manager, availability of content and agency resources outside regular working hours and days as required to ensure objectives are met.
- Meetings with agency senior management and senior EAA management
- Monthly meetings with each programme to more efficiently and consistently generate communications content. Liaise with programme teams to identify storylines and compelling content for media outreach, and owned media amplification

- Daily media monitoring in English and Arabic; Sunday-Thursday. Will include recommendations on how to react on any media relations opportunities that arise from breaking or relevant news. Should include media mentions and reports of EAA, programmes, projects, campaigns, education development sector news, and EAA partner updates.
- Provide media monitoring report listing all mentions by media outlets - number of mentions by the outlet, and their reach.

#### Media Outreach and Placements:

- Collaborative development of a targeted, media-focused PR strategy for key markets in the US and EU, with particular emphasis on top-tier newspapers, magazines, television, and radio.
  - Media Outreach: Engage with journalists, editors, and producers from traditional media outlets
  - Leverage relationships with key traditional media outlets for press coverage and publicity
  - Create and update compelling press pitches, including foundation backgrounders, interview opportunities, visual multimedia, fact sheets, brochures, and other relevant information
  - Organising press events, preparing talking points, biographies, press packages, and Q&As
  - Monitor journalists who write about EAA and then having them invited to engage with EAA (visit projects, attend events, write articles, etc.)
  - Report on media outreach and pitches placements, interview of EAA representatives, and EAA partners media (3 placements per month)
- Definition and agreement on top-tier media outlets, and type of placements, including video, podcasts, interviews, knowledge publications, development-oriented channels, and other unconventional and innovative channels.
- Update comprehensive top-tier media outlets lists, media type (print, broadcast, online), and area of interest or coverage relevant to EAA's work. These lists should include contact information for key journalists, editors, and producers.
- Editorial Forward Calendar to outline integrated content strategy that will build a coherent and consistent EAA storylines across EAA events and activities (initial annual calendar, monthly updates)
  - Development of a media outreach strategy and process to strengthen media relations with EAA staff
  - Planning: Work with traditional media outlets to identify editorial calendars and pitch EAA's stories and initiatives in alignment with their planned features and themes
  - Co-ordination: Work programmes to feed information, stories, and content into the larger EAA storylines
  - Keep EAA informed in important media trends, news, and events that could influence the calendar and EAA storylines
- Development crisis management plan. Crisis focal point must be assigned and available on a 24-hour basis by telephone and email.
- Conduct media training sessions for EAA representatives, Board members, Senior management, and Youth Advocate to enhance their interview skills, messaging consistency, and ability to effectively communicate with traditional media.
  - Provide support for interviews, and media Q&As

### Content Development:

- Develop content such as, but not limited to: press releases, human interest stories, feature articles, talking points, speeches, website content, biographies, quotes, media statements, and Q&As to traditional media outlets, ensuring wide coverage of EAA's key announcements, initiatives, and events.
- Develop, and pitch op-eds
- Develop newsletter for Partners and EAA Stakeholders
  - Monthly highlights stories/news of EAA
  - Quarterly Wrap-up - feature story/blog/op-ed, key highlights, upcoming activities
- Develop internal newsletter, TAWASOL
  - support in content gathering
  - editing and proofreading of content

### Event and Activity Support:

- Tactical event support including on the ground needs; media coordination, content development, speaker support and general event support (up to a team of four for one week at a time per event)
  - Developing all supporting media materials for international media moments, such as press releases, quotes, help select supporting images and videos
  - Develop comprehensive reports for measuring the impact of the media campaigns, and all major EAA events such as but not limited to Sept 9, UNGA, and WISE

### Important Tender Criteria:

- Number of years in business
- Organisation Structure: Settled International Organisation with clear delegation of responsibility and local presence
- List of Current Customers
- Ability to support all four individual programmes and departments in addition to EAA.
- Evident from the technical bid that the bidder has access and expertise to manage various components of communications such as marketing, branding, creative etc.
- Manpower Management for Key Personnel: Based on Experience, Skills and Evaluation of CV's.
- Ability to mobilise both locally and regionally to support the foundation's PR requirements including Manpower, know-how, creative tools required to execute the contract or as per scope of works
- Experience and Expertise in Executing Similar Contracts (based on documentation provided).
- Professional Accreditations such as ISO.
- Compliance with Scope of work.
- Provide Writing samples
- Provide a portfolio of creative

### Proposed Timeline

The contract is expected to begin as soon as possible after the contract is awarded by EAA procurement.

## **Proposal Requirements**

### **Firm Information**

Provide agency's name, address, URL, telephone and fax numbers. Include name, title and e-mail address of the individual who will serve as agency's primary contact. Include a brief description and history of your firm.

### **Experience**

Please provide a list of other non-profit companies that use your product.

### **Schedule and Timeline**

Proposals should include the proposed work schedule, timeline, and deliverables resulting from each task outlined above.

### **Cost**

Proposals must include the estimated cost for all work related to tasks and deliverables outlined in the schedule/timeline.

### **Pre-Technical Presentation**

All vendors submitted proposal that meet above criteria, will be invited to present their products to demo features and answer questions from the technical evaluation committee.