



Local Enterprise Office Laois Social Media Management

Request for Proposals

We would be pleased to receive your quotation by email ONLY, on or before 4pm on Tuesday, 13th December 2022 to imeredith@laiscoco.ie.

About the Local Enterprise Office

The Local Enterprise Office Laois was established in April 2014 as part of a network of 31 Local Enterprise Office teams across the Local Authority network in Ireland. We provide advice, information and support to entrepreneurs, early-stage promoters, start-ups and expanding businesses. An initiative of the Action Plan for Jobs, Local Enterprise Offices (LEOs) act as “First Stop Shops” for anyone seeking information and support on starting or growing a business in Ireland. The Local Enterprise Office implements measures to assist job sustainability and creation through the development of business know-how, efficiency, expertise and business related infrastructure in the area.

Description of Services Required – Social Media Management

The social media management role incorporates content creation, promotion and engagement with the following Local Enterprise Office Laois (LEO Laois) social media accounts on an ongoing basis:

- Twitter Account
- LinkedIn Account
- Facebook Account

The Contractor will be required to work with LEO Laois to develop and promote their online presence through social media. The contractor will also be expected to retweet and syndicate relevant content from Laois County Council, Laois Chamber of Commerce and other relevant business groups.

Contract Duration

The awarded Contract will be in place for 12 months commencing 1st January 2023 until 31st December, 2023, subject to the conditions contained in the 'Contract of Services between LEO Laois and the appointed Supplier' with the option of extending the Contract for delivery in 2024.

Cost

The proposal should outline estimated cost for 12 months showing breakdown of number of estimated hours and cost per hour. It is expected that the amount of work will vary from month to month. Therefore, the price is not 'fixed' per month, but is based on time spent each month multiplied by the hourly rate quoted, bearing in mind possible budget constraints. Any VAT arising must be quoted separately.

Tenderers must confirm that any prices listed in the tender will remain valid until 31st December 2023. Any currency variations arising over the course of the contract will be borne by the tenderer. LEO Laois shall not be liable for any costs incurred in the preparation of tenders.

Deliverables

- 1) Content creation and social media management for accounts as outlined above.
- 2) 24/7 management including a minimum of 10 weekly posts per platform which will target different audiences for its range of services and individual online objectives.
- 3) The contractor will create and post an agreed minimum of 10 weekly posts per platform per week.

- 4) The contractor will ensure that all new website content is promoted on all social media platforms.
- 5) LEO Laois will provide advanced information on events, news items and associated relevant content. The contractor will be required to re-purpose this content with image creation for the purpose of social media promotion.
- 6) The Contractor will be required to write posts that are relevant and will appeal to social media users.
- 7) Source and identify 3rd party external content for sharing, relevant to the objectives of LEO Laois.
- 8) Source and utilize legal images for the purpose of rebranding as graphics for social media promotion.
- 9) Occasionally additional priorities will arise for urgent posting on Social Media Channels.
- 10) Ensure brand is represented consistently through an agreed personality and content tone persona.
- 11) Monitor accounts for engagement and activity and respond in an agreed manner in accordance.
- 12) Utilize the latest and most popular social media tactics to maximise reach and engagement.
- 13) Create, implement and manager regular online paid advertising campaigns (external advertising budget will be agreed).
- 14) Out of hours engagement may be required in respect of requests that require a response or emergency situations.
- 15) Create and implement regular social media competitions including promotion and guidelines in accordance with social media channel rules
- 16) Set up a Facebook 'event' for all LEO courses / workshops.
- 17) Monitor media coverage.
- 18) Develop strategies to increase 'follows' or 'likes'.
- 19) Create videos and graphic content to promote Laois businesses to a National audience
- 20) Engage with National promotional campaigns created by LEO Comms team and develop strategy to promote to a local audience.
- 21) Provide a monthly metric report synopsis for month to month KPI comparison and analytical purposes. The report should include recommendations for future strategy.
- 22) Attend meetings, as required by LEO Laois, to plan and develop content.

TERMS & CONDITIONS

Criteria for Evaluation of tenders

The successful applicant will be determined following an evaluation process by LEO Laois , on the basis of the following criteria (weights in brackets):

- Price (20%)
- Comprehensiveness and quality of approach. Methodology for the delivery of service. Outline of proposal to meet the description of the Lot (40%)
- Expertise and experience of the delivery team and resources allocated (40%)

Payments

Payment for all goods and services supplied will be made on the submission of appropriate invoices, in accordance with the Prompt Payment of Accounts Act 1997, as amended by the European Communities (Late Payment in Commercial Transactions) Regulations 2002 (SI 388/2002). The payment schedule and invoicing arrangements will be agreed with the successful tenderer following their selection.

LEO Laois retains the right to withhold payment, where a contractor has failed to meet his or her contractual obligations in relation to the delivery of goods/services to an acceptable level of quality.

Tax Clearance

It will be a condition of award that the successful tenderer(s) comply with all EU and national tax laws. Tenderers are referred to the Irish Revenue web site <http://www.revenue.ie/> Non-resident tenderers should apply to the Office of the Revenue Commissioners, Non Resident Tax Clearance Unit, Office of the Collector General, Sarsfield House, Francis Street, Limerick, Ireland; e-mail: nonrestaxclearance@revenue.ie.

LEO Laois will satisfy themselves that any tenderers being considered are appropriately tax compliant by checking their status via the online system for which tenderers are requested to provide their Tax Clearance Access Number and Tax Reference Number to facilitate verification. By supplying these numbers tenderers acknowledge and agree that LEO Laois has the permission to verify its tax cleared position at any time during the term of the framework agreement / contract.

Tenderers accept that LEO Laois will not be liable for payment in relation to services delivered in the event that contracted tenderers are unable to provide verification of an in-date Tax Clearance Access Number and Tax Reference Number upon completion award and prior to payment.

Freedom of Information

Information supplied in respect of this tender may be disclosed by LEO Laois or Laois County Council under the terms of the Freedom of Information Act, provided it is not exempt from disclosure under that Act (e.g. personal information or commercially sensitive information where the public interest in non-disclosure outweighs the public interest in disclosure). Tenderers are invited to indicate if they consider any information supplied to be sensitive. Under s. 29 of that Act, any tenderer must be consulted by LEO Laois or Laois County Council before any decision to disclose such information is taken.

Conflict of interest

Any registrable interest involving the contractor and the LEO Laois, their staff or their relatives must be fully disclosed in the response to this Invitation to Tender or should be communicated to the LEO Laois immediately upon such information becoming known to the contractor. In any case, such information must be made available prior to the award of the contract. The terms “registrable interest” and “relative” shall be interpreted as per Section 2 of the Ethics in Public Office Act, 1995. Failure to disclose an interest may disqualify a tenderer or invalidate an award of contract, depending on when the conflict of interest comes to light. Any other conflicts of interest which arise must also be fully disclosed to LEO Laois.

Confidentiality

The successful Tenderers will treat the details of all documents supplied in connection with any Contract, or any information they may obtain as part of any initiative under a Contract, as private and confidential.

Data Protection

In processing personal data that LEO Laois or Laois County Council provide to you, you warrant and represent that you are, and shall be for so long as you process any such data, fully compliant with the GDPR and any national implementing legislation (‘Data Protection Law’) and you agree:

- To only process the personal data on our documented instructions, unless you are required to do so by EU or Irish Law. You shall inform us of that legal obligation before processing, unless that law prohibits such information on important grounds of public interest.
- Not to transfer the personal data to a recipient outside the EEA, without our prior written consent, unless the transfer is subject to the terms of a contract incorporating the standard contractual clauses in the form adopted by the European Commission; the recipient is in a country the subject of an adequacy decision by the European Commission; or the transfer is to the US to an entity that is a certified member of the EU-US Privacy Shield scheme.
- To impose a duty of confidentiality on any staff and subcontractors, where applicable, with access to the personal data.

- To implement technical and organisational security measures appropriate to the risks of processing the personal data, including pseudonymisation and encryption of personal data; the ability to ensure the ongoing confidentiality, integrity, availability and resilience of processing systems and services; the ability to restore the availability and access to personal data in a timely manner in the event of a physical or technical incident and a process for regularly testing, assessing and evaluating the effectiveness of security measures.
- Not to engage another processor without our prior specific or general written authorisation. In the case of general written authorisation, you shall inform us of any intended changes concerning the addition or replacement of other processors, thereby giving us the opportunity to object to such changes.
- To require any sub-processor that you engage to process the personal data on our behalf, to adhere to the same obligations that you undertake in this letter, to ensure such processing meets the requirements of the Data Protection Law, and you will remain fully liable for any breach by a sub-processor of its obligations in relation to the processing of the personal data.
- Insofar as possible, and taking into account the nature of the processing, assist us by appropriate technical and organisational measures to fulfil our obligation to respond to individuals requests to exercise their rights to transparent, access, rectification, erasure, restriction of processing, objection, and portability under Data Protection Law.
- Taking into account the nature of the processing and the information available to you, assist us in ensuring compliance with our obligations under Data Protection Law in regard to data security, data breach notification to the supervisory authority and to individuals; carrying out Data Protection Impact Assessments and related consultations with supervisory authorities.
- At our request, delete or return all the personal data to us after the end of the provision of your services and delete existing copies unless EU or Member State law requires storage of that personal data.
- Make available to us all information necessary to demonstrate compliance with the obligations laid down in Article 28 of the GDPR, and allow for and contribute to audits, including inspections, conducted by us or another auditor mandated by us. Immediately inform us if, in your opinion, an instruction of ours infringes the GDPR or other EU or Irish data protection provisions.

