

Request for Proposals

The International Organization for Migration (IOM) is looking for Content Producer to develop **creative content for social media on ethical recruitment for employers of migrant domestic workers in Hong Kong Special Administrative Region, China.**

1 BACKGROUND

Established in 1951, International Organization for Migration (IOM) is the leading inter-governmental organization in the field of migration and works closely with governmental, intergovernmental and non-governmental partners. IOM is dedicated to promoting humane and orderly migration for the benefit of all. It does so by providing services and advice to governments and migrants. In 2016, IOM has joined the United Nations and becomes the UN Migration Agency.

In Hong Kong Special Administrative Region, China (hereafter referred to as Hong Kong), the number of business operations continues to grow rapidly, leading to increased employment opportunities for the local population. In order to enable both men and women to enter the workforce, the society in Hong Kong heavily depends on employing migrant domestic workers (MDWs) to take care of children and to meet the demand for elderly care. Hong Kong currently has about 400,00 MDWs, mostly from the Philippines and Indonesia. While many of them have had a good migration experience, a recent study¹ has shown that MDWs in Hong Kong are vulnerable to exploitation, and frequently subjected to a range of unethical recruitment and abusive employment practices by recruitment agencies in both countries of origin and Hong Kong.

IOM believes that the employers of MDWs can be change agents to prevent abuse and exploitation of MDWs by adopting the international ethical recruitment standard. They can play an important role to ensure the hired workers are recruited ethically by both the agencies in Hong Kong and the Countries of Origin. As the customers of the employment agencies, employers have good leverage to demand transparent and ethical recruitment practices from the selected agencies. Furthermore, through conducting on-going due diligence of agencies, employers could ensure agencies are always up to ethical standard and request the agencies rectify any recruitment related issues in a timely manner. Unfortunately, most current employers - especially new employers - are not aware of the importance of due diligence, the benefits of ethical recruitment to employers and their family, as well as how they can easily adopt ethical recruitment in practice. Therefore, it is essential to increase employers' awareness and understanding about ethical recruitment and how they could take actions to ensure ethical recruitment happens.

¹ https://www.ilo.org/global/topics/fair-recruitment/publications/WCMS_655280/lang-en/index.htm

2 OBJECTIVES:

The project aims to develop attractive content, primarily for online distribution, to enhance the awareness and understanding of the importance of ethical recruitment among employers of migrant domestic workers in Hong Kong SAR, China.

This online content will be used to primarily target current employers of migrant domestic workers; especially working women about 30-45 years old with child and elderly care duties at home. The secondary target audiences will be new and future employers of migrant domestic workers to more broadly include both men and women of working age.

3 SCOPE OF THE CONSULTANCY

IOM is seeking to engage the services of a creative individual or agency with skills in graphic design, illustration and video production to develop attractive and eye-catching online audio-visual materials that can be widely shared to employers and future employers of migrant domestic workers through Facebook. The key messages of this online content will be developed and led by IOM. The articulation of the messages in audio-visual creative formats will be developed by the creative individual/agency. The online content will be made accessible to employers in both Chinese and English languages.

The tentative key theme of the online content will be focused on the following areas: i) key actions to conduct due diligence of employment agencies; ii) the key principles of ethical recruitment; iii) the migration journey of migrant domestic workers. Creative content produced should include short videos (no more than 30 - 60 seconds) on each theme, with accompanying stills and infographics.

The development of the online content will be conducted over a total period of 2-3 months, maximum. IOM therefore anticipates that the first draft of the online content will be developed in the first month in order to have sufficient time to review on the messages and presentation look and style. This will be done collaboratively between IOM and the graphic designer. The content will be finalized in second month of the project and the deliverables will be launched in the last month.

The consultant will take the lead in the development of online content.

4 TASKS TO BE PERFORMED

1. Coordinate closely with the IOM Senior Project Assistant to ensure the key messages of the online content are clear and the style, while attractive to the primary target audience, is also in line with IOM's style guide
2. Develop creative materials for social media on Ethical Recruitment. This will include at least three short videos (one for each thematic area) as well as accompanying stills and infographics, in both English and Chinese languages

5 TIMELINE

The total duration for this assignment is proposed to be 3 months.

6 METHOD OF APPLICATION:

The completed RFP should be clearly marked CFCV-2002 and should be submitted to iomhongkongoffice@iom.int by 05/06/2020. Kindly keep the file size under 10MB.

Contact Person: Ms. Alexandra Chan; Email: achan@iom.int

7 REQUIRED DOCUMENTS

The applicant will need to submit technical and financial proposal.

Each Submission Must Include the Following:

- i. **Firm/Consultant Profile:** A brief summary of the firm and/or CV of the expert including records on past experience in similar assignments and name of the references.
- ii. **Concept Note** for creative content to be produced
- iii. **Sample of previous work.**
- iv. **Financial Proposal** listing all costs associated with the assignment. In particular, the financial proposal should itemize the following:
 - a. **Technical/ Consultant fees** in local or USD currency per day;

8 PROFESSIONAL AND RELATED EXPERIENCES:

The proposed technical lead(s) should have following competences:

- Proven relevant experience on content development, preferable prior experience working with non-profit sectors or organizations
- Excellent time management skills and ability to produce outputs as per agreed deadlines.
- Excellent and innovative graphic design and online communication skills

The Proposal should be written in English.

Any attempt for persuasion will be considered as a disqualification

ONLY SHORT-LISTED CONSULTANTS/ORGANIZATIONS WILL BE ASSESSED

FIRMS/Consultants WILL BE RESPONSIBLE FOR ANY TAX OR VAT ISSUES IF APPLICABLE.