

i- CALL FOR TENDERS

<u>Call for Tenders No.:</u>	SDM_SRC_240002
<u>Title:</u>	Expert for Social Media Services for SESAR Deployment Manager

General:

SESAR Deployment Manager selects tenderers for the provision of Social Media services. The purpose of this tender is to procure the services of a qualified organization to assist in the management and execution of our social media strategy on a time-based consultancy contract.

Technical subject matter:

With the present Call for tenders, EUROCONTROL requires Social Media Services on a time-based consultancy contract for a maximum of 110 days per year (from March 2025 to March 2026) (0.5 FTE). The contract can be renewed two times:

- First time: covering a maximum of 110 days from March 2026 to March 2027
- Second time: covering a maximum of 92 days from March 2027 to December 2027.

In total the contract including the potential extensions can cover from March 2025 to December 2027 for a maximum of 312 days.

The selected provider of social media services shall be coming on-site (EUROCONTROL Brussels premises) on core days: Tuesdays, Wednesdays, & Thursdays. Upon agreement from EUROCONTROL, this can be flexible.

Main selection and assessment criteria:

TECHNICAL ASSESSMENT CRITERIA

Experience in external communications.
--

Experience in working with all common social media channels (LinkedIn, YouTube, X, Instagram, Facebook, ...) and social media management tools in a professional environment.

SUPPORTING EUROPEAN AVIATION

Member States: Albania, Armenia, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Republic of Moldova, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Türkiye, Ukraine, United Kingdom.

Comprehensive Agreement States: Israel, Morocco.

Experience in graphic design, mainly related to social media but also for event-related prints/displays/visuals.
Proficiency in working with Microsoft Office tools (Office 365, Word, Teams etc.)
Excellent oral and written English.
Solid writing, editing, and researching skills.
Behavioural competencies: a) Strong attention to detail. b) Diplomacy and discretion. c) Team player. d) Planning and organizational skills. e) Creative mindset. f) Ability to work independently and as part of a team within tight deadlines
Desirable technical and behavioural competencies (3.2b of the Technical Specifications): <ul style="list-style-type: none"> • Knowledge of and familiarity with design graphic design software, content management systems, emailing software, design software, and social media planning software. • Familiarity with aviation in general and/or Air Traffic Control, Airport, or Airline environment. • Experience with working in an international and/or European environment. • Understanding of (EU) media relations. • Familiarity with setting up briefings for and working with communication agencies/freelancers.

The economically most advantageous offer will be established in accordance with the following Award criteria:

For the Technical tender, a weighting of 60% is applied, for the Financial tender, a weighting of 40%.

Tender closing date:

12 February 2025 at 15:00 CET

Point of Contact:

Please see the “Important Notice” below and if you have any other related questions, please contact:

REALE, Paulo De Tarso
CF/PROC
E-mail: paulo.reale@eurocontrol.int

CFT Internet Notice I-IN-E via iSourcing Vers.2.12

Tel.: +32 2 729 0077

If this Call for Tenders should interest you, please read the important information below:

IMPORTANT NOTICE

The full i-Call for Tenders documentation is in electronic format (.pdf).

If you wish to obtain the i-Call for Tenders documentation, please read and follow carefully the instructions below:

1. If you are already registered in the EUROCONTROL Supplier Portal, you can search for this Call for Tenders, and its relevant documentation, in the “*View Active Negotiations*” section of the Supplier Portal.
2. If you are not yet registered as a EUROCONTROL supplier, please follow the process described on the following link: <https://www.eurocontrol.int/portal/new-supplier-portal>.
3. EUROCONTROL accepts no responsibility whatsoever for the completeness, accuracy and/or timeliness of the transmission of the electronic documents (nor for the electronic documents themselves).
4. Submission of tenders shall be made electronically and shall be exclusively made in strict accordance with the instructions given in the tendering documentation.
5. You may:
 - a) print out the documents;
 - b) forward the documents further on a strictly need to know basis (always fully acknowledging the source, i.e. EUROCONTROL), and
 - c) use printouts of the electronic i-Call for Tenders documents for the submission of tenders (especially the Price Offer Form ref: I-TSF-E).
6. You may not:
 - a) modify, edit and/or change the electronic documents other than to submit the required info and to sign/stamp where required;
 - b) transmit such documents to any third person who has no need to know them;
 - c) post such documents on any private or public website;
 - d) alter the originating source (EUROCONTROL) and or copyright signs etc., and
 - e) transmit the documents without indication of the source.

An environmental notice:

With a view to reduce the exponential growth of paper consumption, we would invite you only to print out electronic documents received and/or request paper copies of the price enquiry documentation if you are actually considering to submit a tender.