

JCI Europe is seeking to collaborate with a professional marketing agency to develop and implement a comprehensive marketing and communication strategy that targets both existing and potential members, with a special focus on Gen Z and the younger generation within JCI. The primary aim of this strategy is to engage our current members effectively, while also attracting new members, thereby strengthening our brand recognition and establishing valuable partnerships across Europe.

Project Objectives:

- Develop a comprehensive and concise marketing and communication strategy for JCI Europe that includes effective communication channel recommendations, copywriting guidelines, and engagement tactics.
- Create a three-year plan of actions that outlines key milestones, deliverables, and targets for membership growth and brand recognition.
- Produce compelling promotional materials such as template designs, engaging promotional videos, persuasive copywriting, visually appealing images, and informative text to drive member recruitment and increase JCI's visibility.
- Utilize cutting-edge tools, software, and technologies to enhance the effectiveness of marketing campaigns and communication efforts.
- Implement the proposed plan of action in a coordinated and timely manner.
- Monitor and analyze frequently the outcomes of the implemented strategy to evaluate its effectiveness, identify strengths and weaknesses, and suggest corrective measures for improved efficiency and success.

Requirements for Agencies:

The interested agency should meet the following criteria:

- A strong portfolio showcasing successful marketing campaigns and proven expertise in working with international brands.
- Demonstrated experience in developing marketing and communication strategies for organizations.
- A minimum of three years of experience as a marketing agency.
- A valid registration number and necessary registration documents.
- Preferably, prior experience working with NGOs, demonstrating an understanding of their unique needs and challenges.
- Experience in engaging with young audiences and effectively targeting Gen Z through various marketing channels.
- Familiarity and proficiency in working with different social media platforms to effectively reach and engage diverse audiences.
- Experience in creating and managing PPC campaigns, on different platforms

Proposal Submission:

Interested agencies are invited to submit their detailed proposals, outlining their approach to achieving the project objectives and addressing the requirements listed above. The proposal should include the following components:

- An executive summary introducing the agency, highlighting relevant experience, and showcasing the agency's unique strengths.
- A portfolio, demonstrating samples of previous work and campaign successes, especially those involving international brands, strategy development and youth engagement.
- Registration documents or other relevant documents under national law proving valid registration of the agency more than 3 years ago and her current legal standing
- A list of the tools, software, and technologies the agency intends to employ for enhanced marketing effectiveness.
- Information about the agency's team members, their qualifications, and roles in executing the project.
- Pricing details, including a breakdown of costs for strategy development, implementation, and subsequent analysis and monitoring.
- Any other documents relevant to the requirements above.

Submission Deadline:

The deadline for proposal submission is 10th of September 2023. Agencies are encouraged to submit their proposals via email to edc@jci.cc.

Selection Process:

The evaluation of proposals will be based on factors such as experience and expertise, alignment with project objectives, creativity, and pricing considerations. Shortlisted agencies may be invited for an interview or presentation.

Questions and Clarifications:

For any questions or clarifications regarding the bid call, interested agencies may contact edc@jci.cc before 3rd of September 2023.

JCI Europe looks forward to receiving your innovative proposals and finding the ideal partner to take our marketing and communication efforts to new heights. We are excited to collaborate with a creative and visionary agency that shares our passion for engaging young leaders and making a positive impact across Europe.