



## **TERMS OF REFERENCE**

### **I. PROJECT TITLE: Integrated Digital Marketing Services for PDOT – London**

### **II. OBJECTIVES:**

- Maximise use of PDOT-London's digital platforms as a means to further gain positive impact of promotional and market development activities geared towards both the travel trade and consumers.
- Increase number of followers of all PDOT-London's digital platforms as well as the number likes, visits, shares, downloads, engagement.

### **III. DELIVERABLES AND GUIDELINES**

PDOT-London is in need of the services of an individual (contractor) based in London, England to manage the digital and integrated marketing activities of PDOT London.

#### **Deliverables:**

1. Management, maintenance/upkeep and improvement of the PDOT-London's website
2. Management, maintenance/upkeep and improvement of the PDOT-London's mobile app
3. Management, maintenance/upkeep and improvement of the PDOT-London's social media accounts (Facebook, Twitter, Instagram, YouTube, etc.)
4. Substantial increase in - following, likes, engagement, downloads, subscription, site visits - of PDOT London's digital platforms and digital communications
5. Integration of content across all digital platforms and handling of digital promotion of PDOT- London's offline consumer and travel trade activities
6. Conceptualisation and implementation of activities/campaigns to promote and increase followers, fans, likes, shares, visits, engagement, downloads across PDOT-London's digital platforms.
7. Content writing and layout preparation for all digital marketing campaigns of PDOT London, e-news, and special campaigns, as needed
8. Preparation, distribution and monitoring PDOT-London e-newsletters for travel trade and consumers
9. Management of online campaigns and competition on PDOT London's digital platforms including preparation of content, T&Cs, provision of competition software, draw, etc.

10. Preparation monthly and end-of contract reports and analytics on all of the managed platforms and submit data collected from various digital marketing activities conducted.
11. Provision of advice on digital marketing activities implemented by PDOT-London in cooperation with travel trade partners / brands
12. Coordination with travel trade and media partners on potential and approved campaigns
13. Preparation of digital artworks for PDOT-London's digital campaigns, as needed
14. Attendance of PDOT events to ensure GDPR compliance and digital documentation, live feeds and posts
15. Management of comments, messages and tags on all our digital platforms according to industry best practice
16. Implementation of campaign boosts and other promotions on our digital platforms
17. Coordination with SEO services provider for smooth and integrated implementation of all digital campaigns
18. Evaluation of current and emerging digital marketing trends and technologies and provide leadership and perspective to adapt these in PDOT-London's campaigns and platforms

**Guidelines:**

The proponent in its design and delivery of the service, shall adhere to and comply with the following guidelines:

1. Proponent should be an expert in the field of digital/integrated marketing and should be based in London
2. Experience in handling tourism related accounts and knowledge on the Philippines will be an advantage
3. Proponent should be able provide a package of services that adheres to the Department of Tourism's branding guidelines and set objectives and in accordance to industry best practice.
4. Proponent shall commit to be in constant coordination and consultation with PDOT-London in the course of the delivery of services and shall be willing to work two to three times a week at the PDOT-London office or other official venues as may be required by said office.

**IV. QUALIFICATIONS**

- Marketing or digital experience, qualification or related degree
- Proven working experience in digital marketing
- Excellent verbal and written communication skills
- Experience leading and managing SEO/PPC, marketing database, email, social media and/or display advertising campaigns
- Experience in setting up and optimising online campaigns
- Experience in optimising landing pages
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Solid knowledge of website analytics tools

- Demonstrable know-how in the management of websites, apps and social media platforms
- Knowledge about the Philippines is a plus

## V. DOCUMENTARY REQUIREMENTS

Proponents are required to submit the following documents to PDOT-London

- CV and Business Registration Document
- Latest Tax Certificate / VAT Certificate / Tax Registration
- Proof of Eligibility to Work and Stay in the UK
- Liability Insurance

## VI. TIMEFRAME

November 26 2018: Deadline for submission of proposals application  
November 26 to 29: Evaluation of documents, interview and selection  
December 1: Commencement of delivery of services

## VII. BUDGET / MONTHLY RATE

The budget allocated for the required services for two 6-month contract durations is **GBP18,000 (for 12 months) inclusive of VAT or GBP1,500.00 per month including GBP1,200/month for monthly fees and GBP300/month for promotions budget (based on actual expenses).** Contract will be subject to regular evaluation by PDOT-London.

## VIII. PAYMENT PROCEDURE

Payment will be on services rendered basis at the end of each month upon submission of accomplishment report and other documents that may be required.

Prepared by:



**GERARD O. PANGA**

Tourism Attaché, PDOT-London