



**Request for Proposal (RFP)
Communication Consultant for
Social Media Evaluation**

Institute for Essential Services Reform

Tebet Timur Raya No.48B, Tebet
Jakarta Selatan
Indonesia

7 Maret 2025



A. OVERVIEW AND BACKGROUND

The Institute for Essential Services Reform (IESR) is a leading think tank focusing on energy and environmental issues. IESR advocates for a transition to a sustainable, low-carbon energy system by promoting data-driven policies, conducting capacity-building programs, and engaging in strategic partnerships.

Consistently promoting the energy transition for 17 years, IESR is recognized as a credible organization known for its data-driven insights on energy transition and climate crisis mitigation. IESR actively leverages its social media channels, including Instagram, X, TikTok, LinkedIn, Facebook, and YouTube, to amplify its findings and recommendations. IESR is also frequently among the top 10 channels advocating for the energy transition in Indonesia.

However, to measure the effectiveness of its messaging and platforms, ensuring they align with the target audience and expand its reach, a comprehensive social media evaluation and assessment is necessary. Effective communication is critical to IESR's mission. To enhance its impact, IESR seeks a Communication Evaluation Consultant to assess its social media strategy, identify strengths and gaps, and provide recommendations for improvement. This process may involve multiple assessments and interviews with IESR's social media audience.

This Request for Proposal (RFP) aims to identify the best service provider to conduct a thorough evaluation of IESR's social media communication. The selected consultant will provide insights on assessment methods, key milestones, expected results, and strategic recommendations. The strategy must cover channel utilization, content branding implementation, audience expectations and perspectives, and potential collaborations.

B. SCOPE OF WORK

The consultant will conduct a comprehensive evaluation of IESR's communication strategies and provide actionable insights for improvement. Key responsibilities include:

1. Communication Channel Assessment:

- Evaluate the effectiveness of IESR's social media channels through qualitative and quantitative analysis.
- Analyze audience reach, engagement, and accessibility.
- Identify opportunities to enhance engagement on social media.
- **Expected Output:** Comprehensive performance analysis.

2. Content Effectiveness Analysis:

- Review the clarity, relevance, and impact of IESR's communication materials.
- Assess whether the content aligns with IESR's objectives and audience needs through interviews and surveys.
- **Expected Output:** Audience insights and reach expansion.

3. Benchmarking and Recommendation:

- Conduct a comparative analysis of IESR's communication channels against industry peers.
- Identify innovative strategies for improving communication effectiveness.
- Provide a detailed report with key findings, actionable recommendations, and a roadmap for implementation.



With this RFP, IESR is soliciting proposals from institutions with extensive experience and portfolios in providing social communication evaluation. IESR will evaluate all the proposals submitted. After reviewing all proposals, IESR will select the experts/institutions that bring suitable expertise, most closely align with project objectives, and articulate a clear, achievable research plan to meet those objectives within the required timeframe.

C. PROPOSAL GUIDELINES

All the participants will expect to propose their proposals and required documents as part of IESR's commitment to encouraging openness and accountability in the application process, as follows:

A. Proposal

The Main proposals should not be more than 10 pages in length. The annex of the proposal should include the following item:

1. Brief expert/company/institution profile,
2. The latest Curriculum Vitae (CV) of the team leader. CV of other team members with relevant experience is optional,
3. Relevant portfolio in conducting similar work or in a similar field.

Terms and conditions:

- If the individual/organization submitting a proposal must outsource or contract any work to meet the requirements, this must be clearly stated in the proposal. Additionally, costs included in proposals must include any outsourced or contracted work. Any outsourcing or contracting organization must be named and described in the proposal,
- Please describe the limitations and assumptions potentially used in the work,
- Please itemize all costs and include a description of associated services. Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP.

All required documents must be submitted to IESR by **23:00 Indonesian Western Standard Time (WIB, GMT+0700) on Friday, 14 March 2025**. Any proposals received after this deadline will be considered inadmissible. All proposals must be signed by an expert, official agent, or company representative submitting the proposal.

The evaluation of proposals will be conducted within **four days** after the submission deadline. During this period, follow-ups with the top three candidates may be conducted to clarify any details outlined in their proposals.

The selection decision for the winning applicant will be made by **21 March 2025**.

Upon notification, contract negotiations with the selected bidder will begin immediately and must proceed swiftly to meet the project timeline.

Project Timeline and budgeted:

The project must commence on **25 March 2025** and the results of the project must be finalized no later than **9 May 2025**.

A draft timeline is presented below. Internal changes may be made if mutually agreed.

Activity/Deliverables	Suggested Timeline
<i>Inception report and work plan</i>	25 March 2025
<i>Interim findings and preliminary analysis</i>	15 April 2025
<i>Evaluation report after FGD/Survey</i>	30 April 2025
<i>Final report and presentation</i>	7 May 2025

Unless otherwise noted, work will be completed as the identified timeline above.

IESR team will supervise the project, some revisions and feedback will be given and the consultant must perform the adjustments according to the contract.

1. BUDGET

All proposals must include proposed costs (**our estimated budget is. Rp40 million, including tax**) in Indonesian Rupiah/IDR) to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC). A more detailed proposal cost is encouraged to ease the selection process.

All costs and fees must be clearly described in each proposal and should be separated into each scope of work.

2. QUALIFICATIONS

Individual consultant or agency should provide the following items as part of their proposal:

- Bachelor's or Master's degree in Communications, Public Relations, Media Studies, Social Sciences, or a related field,
- At least five (5) years of experience in communication strategy evaluation, media analysis, or public relations,
- Strong understanding of digital communication trends, and audience engagement strategies,
- Experience working with non-profit organizations, research institutions, or think tanks is an advantage,
- Excellent analytical, writing, and presentation skills,
- Fluency in English and Bahasa Indonesia,
- Individuals or agencies must demonstrate a proven track record in conducting communication evaluations and provide case studies of relevant projects,
- Description of experience in stakeholder mapping and developing communication and advocacy strategies for similar issues,
- Examples of three or more similar projects conducted by you/your organization,
- Anticipated resources you will assign to this project (total number, role, title, experience),
- Confirmation of the timeframe for completion of the project, and
- Brief description of methodology and assumptions used.

3. APPLICATION PROCESS

Submit a digital copy of their proposal via email to the Net Zero Strategic Communication Program Manager at uliyasi@iesr.or.id by **23:00 p.m. Indonesian Western Standard Time (WIB, GMT +0700) on 14 March 2025**. Please include **"RFP Response – Communication Consultant for Social Media Evaluation"** in the subject line.