



CALL FOR COMMUNICATION SERVICES

ERYICA is looking for a subcontractor to provide communication services in the framework of the **EU inFORM- Young Voters Project** funded by the European Parliament. The service provider will design a social media campaign concept and material in English, which will be translated into 10 languages. The campaign will aim to support the dissemination of the actions taken under the project, inform young people on the upcoming EU Elections (May 2024), and promote their participation in the election*.

The project comprises the development of a **multilingual social media campaign** on TikTok, Instagram and Youtube (shorts), which will bring together all initiatives from the project's first phase, Web-Hub, as well as content created by young activists.

The service provider will be responsible for **co-creating the campaign in collaboration with young activists** to ensure its appeal to the target audience. The materials will be designed with a youth-friendly approach and adapted for the platforms on which they will be shared, i.e. TikTok, Instagram, and YouTube (shorts). However, the materials will be also suitable for dissemination through other widely-used social media platforms, including WhatsApp, Snapchat, and Telegram.

The campaign will target **potential young voters, with a special focus on first-time voters**. The materials will be mainly disseminated organically, but also through paid media.

The campaign will comprise two main activities developed in two different phases:

1. **My vote. My voice** (working title) - December 2023 to March 2024: Enhancing young people's knowledge about the EU, its institutions, the importance of the EU election, their rights, and the procedures for voting in different countries. It will also involve dialogue with decision-makers and relevant stakeholders.
2. **True or false? Debunking hoaxes on the EU** (working title) - March to May 2024: It will aim to enhance media and information literacy skills by equipping young people with tools to distinguish information that is truthful from the one that is not. Our aim is to help young people navigate the online information related to the EU election by debunking the most common hoaxes existing in different countries.

We are looking for a company:

- Interested in campaign development for NGOs;
- Experience with youth-oriented campaigns;
- Experience developing multilingual campaigns;

* See [I'm voting! – A guide \(2019\)](#) to have a clearer idea about some of the content.

- Strong written and verbal English skills;
- Mastered on design software (preferably Adobe Suite);
- Experienced with paid media on Meta and Tiktok;
- Knowledge of YouTube interface and monetisation system;
- Motivated to developing international campaigns from scratch;
- Prompted to work directly with young people;
- Interested in European Union projects and activities;
- Structured, reliable and flexible way of working; and
- Eager to cooperate with an international and diverse team with different needs and realities.

The service provider will develop the multilingual communication campaign in cooperation with the project affiliated entities, under the direction of ERYICA.

The service provider will be responsible for the following tasks:

1. Participating in brainstorming sessions and meetings with ERYICA and the project affiliated entities.
2. Conducting an initial consultancy on social media regarding the EU Election (to be delivered before 20 April 2023).
3. Designing the campaign's branding and visual identity to reflect the project's mission.
4. Developing a communication plan to effectively convey to the target group the project's initiatives and support the campaign implementation.
5. Conceptualizing the two phases of the campaign and designing associated materials.
6. Editing the campaign materials in the 11 project languages[†].
7. Creating and executing the communication campaign to promote both the project deliverables and conceptualized activities.
8. Ensuring young activists' views and ideas are considered during the campaign's development process.
9. Creating a campaign dissemination toolkit with easily accessible and editable materials.
10. Providing support to plan paid media promotion of the campaign.
11. Preparing a final report of the campaign after the election (May 2024).

[†] Croatian, Dutch, English, Estonian, Finnish, French, German, Italian, Maltese, Portuguese and Spanish



Procedure:

To submit your offer, please send us a **quote for the service** (including VAT), **examples** of previous work, and references of organisations you worked with.

Please send your application no later than **10 March 2023** to secretariat@eryica.org, indicating in the subject "*Communication services - EU inFORM project*".

The selection will be made in mid-March 2023. The work of the communication agency is estimated to **start in April 2023** and **finish in May 2024 (after the EU election)**. Some adjustments on timing might be made as the project advances.

Important! This is NOT a job opening (employment contract), but a call for a subcontractor (service contract).