

Terms of Reference

Promotion of Ireland in Vietnam

1. Background

Promotion of Ireland's economic interests is a high level goal of the Embassy of Ireland's mandate in Vietnam. One of the main priority outcomes is to promote Ireland as an education destination of excellence for fee paying students from Vietnam.

The promotion and visibility plan of the Embassy of Ireland aims to:

- Increase of positive images of Ireland in Vietnam and solid profile of the country
- Increase of engagement and participation in Ireland related activities
- Increase of interest in Vietnam for Irish goods and services and business opportunities with Ireland
- Increase of demand in Vietnam for Irish goods and services, especially in terms of education and tourism

The target audience are mainly young population (youth).

The Embassy of Ireland is currently recruiting a consulting partner to implement visibility projects with view to promote Ireland and education in Ireland.

2. Objectives:

The objectives of the consultancy are to:

1. Produce News Brief: to follow headlines in Ireland, and Ireland-related activities in Vietnam, in particular culture, sports, music, economic and social development, education, etc. news that the Vietnamese audience would be interested in. News brief will be made available to TV, radio, online services and social media.
2. Produce and broadcast Irish music programme on radio channel. The music programme will promote Ireland and education in Ireland.
3. To produce the Ireland Country profile to present Ireland in Vietnam, including text, images/photos, video clips. These are the resources for any channels for the promotion purpose. Information could be based on available resources (e.g. Innovation Ireland, Tourism Ireland, PIAD, Enterprise Ireland and Education in Ireland etc.).

The consultant(s) should approach the assignment from a journalist approach and ensure that the stories and profiles are written in an open and accessible style, that stimulates interest and targets a general non-expert readership.

3. Specific Tasks

The consultant(s) will:

- Follow headlines in Ireland, conduct research and produce weekly news for 15 weeks.
- Produce Ireland-related weekly news for domestic medial channels for promotion of Ireland.
- Provide and/or collect good quality photos for the news/stories.
- Share news with the Embassy and other channels (both of the consultant's network and the Embassy's network (e.g. Social media: facebook pages; TV, radio; online services).
- Produce Irish music programme and broadcast weekly on radio for 15 weeks. To pitch on information about Ireland, quiz and contest etc. in the Irish music programme.
- Provide a clipping of all news, stories, radio programmes produced and broadcast.
- Draft the outline of Ireland Country profile for approval by the Embassy
- Produce Ireland Country profile with text, images and video clips.
- Present the draft Country profile to the Embassy for comments;
- Finalize the Country profile for production;

4. Timeline

- News Brief: 15 weeks from September to December 2013
- Irish Music programme: 15 weeks from October 2013 to January 2014
- Ireland Country Profile:
 - Draft profile by 29 November 2013
 - Embassy's comments by 20 December 2013
 - Final profile 24 January 2014

5. Qualification

The consulting partner should demonstrate the following qualifications and skills:

- Extensive knowledge and experience in working with the media in Vietnam;
- Experience in producing promotional materials;
- Experience in working with foreign partners/clients;
- Capable with all forms of media (TV, Radio, online services, social media)
- Demonstrated analytical, communication and report writing skills;
- Knowledge and experience on Ireland is an advantage.

6. Budget

Consultancy rates and expenses should not exceed the UN-EU Guidelines for Financing of Local Costs 2012 for Vietnam.

The total budget for the assignment will be agreed based on the detailed workplan and deliverables.

Embassy of Ireland

29 August 2013