

## ***Request for Expression of Interest (EoI) for the provision of Advertising Services for the OSCE***

### **Background**

The Organization for Security and Co-operation in Europe (OSCE) is the world's largest security-oriented intergovernmental organization. Its mandate includes issues such as arms control and the promotion of human rights, freedom of the press and fair elections.

The Department of Human Resources of the Organization for Security and Co-operation in Europe (OSCE) Secretariat located in Vienna, Austria, is responsible for recruitment, personnel administration and training of the OSCE staff. The Organization recruits a wide range of international staff, either contracted or seconded at the professional level.

The Recruitment Section/Contracted Unit, as part of Department of Human Resources, is responsible for the recruitment and selection of international contracted staff for the Secretariat and field operations and of general staff, temporary staff, consultants and seconded staff at the Secretariat.

The Recruitment Section/Contracted Unit is looking for a company that has knowledge and experience for:

- Advising, placing vacancy notice/employment-related advertisements on various online platforms, print media on an ad hoc basis, and
- actively collaborate on innovative and successful outreach strategies.

### **Service Requirements**

The planned assignment would consist of the following activities:

#### Online Services on on-line platforms and print media:

- Type of advertisement: Employment Services/Job Advertisement;
- Site/Press: To be determined on an ad hoc basis in consultation with DHR/Recruitment; consider major online platforms (e.g. LinkedIn, Xing, Monster, etc.) and job-specific platforms (e.g. theITjobboard.com, theiia.org, jobs.economist.com etc.);
- Rate to be negotiated and pre-established discount rates are encouraged for major online job platforms for the type of positions where we need to target a wider group and for international organisations (e.g. LinkedIn, jobs.economist.com, Monster.com, impactpool);
- Single advertisements and possibility to book multiple ads packages in order to obtain cost and time savings;
- Duration for online/print advertisement: 30 days on average;
- Estimated frequency of online/print advertisement: approximately 5-10 times per year;

- Individual categorisation of the advertisement to ensure optimal traceability, such as including the possibility to add banner campaign and match mail through search data bases;
- Text will be provided by the OSCE in ready-to-publish format.

#### Support in outreach activities

- To actively collaborate with DHR/Recruitment on innovative outreach strategies with a briefing on latest developments in the job media market and with recommendations on outreach strategy, to ensure successful planning and placement of job advertisements, on an on-request basis.

The above listed activities should be done as recurring activities to be determined by the OSCE; the assignment should start upon signature of a contract. The duration of the Contract would not exceed 5-years, but a shorter duration may be considered by the OSCE.

#### **Company Requirements**

The company should have:

- Previous and proofed experience in providing successful planning and placement of job advertisement for international organizations;
- Good record of quality services;
- Experience of advertising regionally for professionals and managers working within the OSCE mandates, including technical expertise in IT, finance and legal, as well as senior management.