

Specifications for Procurement of Services

External Communication Management for the Cyprus Human Resource Management Association (CyHRMA)

1. Purpose

The Cyprus Human Resource Management Association (CyHRMA) wishes to collaborate with a specialized partner for the management of its external communication, to serve the following purposes:

- Enhancing the Association's brand awareness in Cyprus and abroad
- Increasing member participation in activities
- Attracting new members at local and international levels
- Promoting the Association's activities, events, and initiatives
- Improving its (the Association's) image and re-establishing it within the professional community of Cyprus

2. Scope of Services

The contractor will undertake the implementation of the Communication Plan for the two-year period 2026–2028, the design of which will be undertaken by the Board of Directors. More specifically, the implementation of the plan covers the following service areas:

A. Social Media Management

- Facebook Management
- LinkedIn Management
- Instagram Management
- TikTok, X Management

The term "Management" specifically includes the following actions:

- Design of a monthly Content Calendar
- Creation of original content (see Section B for details)
- Graphic design
- Copywriting
- Publishing posts
- Community Management (responding to comments and messages where required)
- Monitoring and performance analysis of posts
- Interpretation of numerical performance data and taking corrective measures

B. Content Creation

- Promotional posts
- Informational posts
- Presentation of activities
- Promotion of sponsors
- Promotion of training programs
- Promotion of conferences
- Success Stories
- Interviews
- Member Spotlights
- Podcast production

C. Email Marketing

- Creation of newsletters
- Design of email templates
- Sending newsletters
- Provision of performance reports (Open Rate, Click Through Rate, etc.)

D. Website Administrative Support

- Posting announcements
- Content updates
- Posting event materials
- Posting photos
- *Does not include website development or technical support.*

E. Media & Public Relations

- Preparation of Press Releases and/or editing (where required)
- Management of publications
- Communication with Mass Media (television, radio) and scheduling appearances/interventions
- Curation of media content and publishing/posting

F. Event Communication For each event:

- Creation of a communication plan
- Design of digital banners
- Social Media Campaign
- Email Campaign
- Reminders to members
- Follow-up communication with participants after event completion, collection, and analysis of feedback

3. Indicative Work Volume (per month)

- 8–12 social media posts (approximately every 3–4 days)
- 8–12 graphic designs
- 1–2 newsletters
- Up to 1 Press Release, where required
- Website updates whenever new information arises
- Monthly performance report

4. Collaboration The contractor will maintain the following obligations:

- Participate in a monthly planning meeting with the Board or its members
- Submit a monthly Content Calendar for approval
- Maintain continuous communication with the designated Board member acting as the point of contact
- Respond promptly (within 30 minutes) to urgent communication needs

5. Deliverables – Key Performance Indicators (KPIs) To be delivered each month:

- Content Calendar
- All creative material according to item 2 / Indicative Work Volume (per month)
- Published posts following appropriate technical processing
- Performance report and recommendations for improvement

All deliverable materials will require approval from the Board of Directors or a designated part of it prior to publication. The Board of Directors reserves the right to set and monitor measurable Performance Indicators to track the progress of the collaboration with the contractor and whether it is on track to achieve its objectives (see item 1).

Indicatively, Performance Indicators may include, among others, the following:

Objective	Performance Indicator
Brand Awareness	Increase in total social media Reach
	Increase in total Impressions
	Increase in website traffic from organic channels
Audience Growth	Increase in Followers (LinkedIn)

Objective	Performance Indicator
	Increase in Followers (Facebook/Instagram)
	Increase in Newsletter Subscribers
Engagement	Average Engagement Rate
	Increase in total interactions (likes, comments, shares, saves)
Content Performance	Percentage of posts outperforming the average engagement of the previous quarter
	Video completion rate (where videos are used)
Media Penetration	Publications in traditional and digital Media
	Total potential media reach
	Share of Voice on HR topics in Cyprus
Thought Leadership	Opinion articles, interviews, or podcasts featuring Association representatives
	Presentations/comments by the Association on current HR issues
Community Growth	Number of new contacts (leads) via digital channels
	Applications from new members originating from communication campaigns
Website Performance	Increase in unique visitors
	Average time on site
	Reduction in Bounce Rate
Email Marketing	Open Rate
	Click Through Rate

Additional KPIs contributing to effective collaboration:

- Development and implementation of an annual Communication Calendar with an execution rate of $\geq 95\%$.
 - Delivery of a monthly dashboard with KPI analysis, conclusions, and improvement suggestions.
 - Submission of at least one new creative campaign per quarter to boost Association awareness.
 - Maintenance of a response time of up to 24 hours for the preparation or publication of content related to urgent issues.
 - Utilization of member-generated content with at least 2 member stories or interviews every month.
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6. Tender Content The proposal must include:

- Company presentation
 - Experience with professional or non-profit organizations
 - Portfolio of relevant projects
 - Implementation methodology
 - Presentation of the project team or individual
 - Detailed financial proposal, clearly stating the included services
 - Any value-added or additional services offered at no extra cost
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7. Evaluation Criteria Tenders will be evaluated based on:

- Understanding of the Association's needs and capacity for immediate service
- Creativity and quality of the proposed approach
- Relevant experience in similar projects and proven expertise
- Quality of previous projects (Portfolio)
- Implementation methodology
- Flexibility and capability for adjustments
- Indicative delivery timeline
- Composition and experience of the project team or individual
- Financial proposal
- Overall Value for Money

8. Tender Evaluation System The evaluation of tenders will take place based on the following scoring system:

Criterion	Weight
Understanding of needs and immediate service (responsiveness)	20%
Creativity and quality of the proposal	15%
Relevant experience and past projects (Portfolio)	20%
Implementation methodology and collaboration organization (timeline, flexibility)	15%
Project team or individual and experience of executives undertaking the project	10%
Financial proposal (Value for Money)	20%
Total	100%

Scoring Procedure

- Each member of the Evaluation Committee will independently score each proposal for every criterion.
- The score for each criterion will be given on a scale of 1 to 10, where:
 - 1–3: Low response to requirements.
 - 4–6: Satisfactory response.
 - 7–8: Very good response.
 - 9–10: Excellent response.
- The final score for each criterion will result after applying the corresponding weight.
- The total score of each proposal will be the sum of the weighted scores across all criteria.
- The tender with the highest total score will be recommended for award, provided it meets all requirements of this call.
- The Committee may invite tied tenderers to a presentation and/or interview before making a final decision.

9. Tender Submission Method

Interested parties are invited to submit their proposal in electronic format (PDF) to info@cyhrma.org by Friday, 28/08/2026 at 14:00. The proposal must be complete, include all required details, and contain the contact details of the tenderer. Late or incomplete tenders may not be considered.

10. Contract Duration

The initial duration of the collaboration will be twelve (12) months, with the option of renewal until the end of the current Board of Directors' term, following an evaluation of the collaboration and a relevant decision by the Board based on achieving the agreed goals with the contractor. The Association reserves the right to terminate the collaboration unilaterally in case of failure to achieve agreed goals, with one (1) month's written notice and only following a relevant decision by the Board of Directors.

11. Other Terms

The Board of Directors is not obliged to award to the lowest tender, nor to award any tender in its entirety. It reserves the right to accept part of the service items (see 2.A – 2.F), according to the Board's priorities. However, it maintains the obligation to inform all tenderers of the outcome of their proposal and provide feedback where required.

The contractor must commit in writing to the protection of personal and corporate data of the Association's members. Under no circumstances is its utilization permitted for access, advertising, or any other purpose. The Association numbers over 500 active professional members, and safeguarding their personal and corporate data is a top priority.