



TERMS OF REFERENCE

Digital Marketing & Branding Portfolio for SEF International UCO LLC

Summary

SEF International Universal Credit Organization Limited Liability Company (hereafter “**Company**”) is seeking the professional services of a consultant (hereafter “**Vendor**”) to develop a marketing and branding portfolio for the Company’s digital agenda. The collaboration with app and web development vendors will be an integral part of the job.

1. What is [WorkingTitle.am]

- Full online platform
- Payment systems Integration: ARCA, PayPal, MobiDram, EasyPay
- 24/7 operations
- Mobile-first architecture

2. Tentative Minimal Requirements for Digital Portfolio

The vendor will be required to make a marketing and branding portfolio for the Company’s digital agenda (DA) ensuring the following requirements:

- Develop a brand for DA with its attributes, logo, visual identity, colors, signs, social media, posts, etc.
- Present a brand manual and style-guide
- Present a brand strategy, that includes the brand positioning
- Support the launch and roll-out of the brand
- Feed into the design of the apps and the website to make it user-friendly, visually appealing, organized and innovative
- Provide the graphics for all facets of DA (images, maps, styles, icons, typesets etc.)
- Assist/advise in rollout and public awareness
- Identify opportunities to improve the Company’s social media presence
- Further details upon signing of the non-disclosure agreement



SEF INTERNATIONAL

SEF International
Universal Credit Organization LLC
23 Davit Anhaght str., 44-45, Yerevan, 0014, Armenia
tel. (374 10) 20 28 22, fax. (374 10) 20 28 21
email: contact@sef.am

3. Vendor Specifications

The vendor must have extensive experience in marketing and branding, including digital branding, or experience in developing distinct competitive digital presence and corresponding portfolio of comparable works. It is desirable to have ability to transform Company's needs and ideas into working prototypes.

4. How to Apply

Please contact us and provide the following in the e-mail:

- Key member CVs
- Portfolio
- The start date
- Expected budget

The candidates will submit their proposal electronically via email at contact@sef.am, cc to paruyr_q@sef.am in PDF file format, or send hard copy to the following postal address on or before **December 10, 2017**:

Address: 23 Davit Anhaght Street, 44-45, Yerevan 0014, Armenia

Office Phone #: +374 10 202 822 (extension 28), contact person Paruyr Gevorgyan

The shortlisted candidates will be invited to present the proposal at a face-to-face meeting.

The vendor will be selected based on cost and eligibility criteria, subject to formal approval by the Company.

The Company preserves the right to cancel and/or modify this process without further obligations or notice.

Company Background

SEF International UCO LLC is a universal credit organization, established in 1998 and licensed by the Central Bank of Armenia in 2003. The company is the WorldVision/VisionFund microfinance operation in Armenia. The Company aims to extend financial services to the underserved segment of the financial market with the goal to improve lives for families and children.

Company serves **26,000 clients** in all regions of Armenia, through **22 branches**.