

Title:

Community manager in a REP Estonia

Contracting authority:

[European Commission, DG Communication \(COMM\)](#)

Start date:

20/05/2022

Deadline to express interest:

05/06/2022

Status:

Open

Tender

**reference
number**

COMM/TLL/2022/LVP/0426-ExA

Title

Community manager in a REP Estonia

Please note that this is not a call for tenders but a publication announcing the Contracting authority's [intention to publish a future negotiated low or middle value procedure](#).

Description

Our aim is to ensure efficient and effective communication of the Representation in Estonia on social media, by engaging with our Russian language audience, creating meaningful conversations, monitoring and evaluating the success of social media actions and listening and reporting on what people are saying online. This should help to reinforce the relationship with the Russian community in Estonia, activate new followers, reach out to new audiences and counter disinformation. Social media actions are among the most cost-effective tools to communicate about the EU and the European Commission's priorities. Our communication actions feature prominently topics such as Green, Digital, Economic recovery, solidarity with Ukraine, vaccination, EU in the world. These topics are the Commission's overarching political and communication priorities and community management on social media is essential for keeping people informed about the essence of these priorities and engaged in the discussion of their implementation and impact. This request covers the services of a full time Russian speaking consultant needed to support the work on the digital channels, i.e. social media platforms managed by EC's REP in Estonia. Under the guidance of a press officer, the service provider will interact with Russian community in Estonia on social media, reply to their questions and direct messages, "listen" for emerging trends or threats on our accounts, monitor and report on the sentiment of our online audiences related to various topics and make recommendations on how to optimise content for better engagement. The tasks can be divided as follows. • Community management and digital listening – 70% of the worktime. • Content creation: 30% of the worktime

**Contract
type**

Services

**Procedure
type**

Planned negotiated procedure for middle/low value contracts

Status

Open

**Published
on TED**



**Award
method**

Best price-quality ratio

Main CPV

79416200