

Request for Quotations

Hiring of Digital Marketing, Communications & IT Firm

Alliance Healthcare (pvt) Ltd (AHL) is inviting quotations from well reputed Digital Marketing, Communications & IT Firms for the digital marketing activities of Northwest General Hospital (NWGH), Northwest School of Medicine (NWSM) & Northwest Institute of Health Sciences (NWIHS).

Scope of Work

The firm will undertake the following activities:

Strategy & Advisory

- Monthly strategy / planning meeting with the CEO to plan upcoming months.
- Bi-Weekly meetings with Media Team to plan and execute on-going work.
- Dedicated WhatsApp group for day to day activities.
- Advise on PR, marketing & communication issues.
- Submit monthly reports to the CEO.

Digital Marketing of Northwest General Hospital

- Create daily social media (static) content for the NWGH social platforms including Facebook, Twitter / X, Instagram & LinkedIn.
- This includes graphics, copy for the graphic and a caption for the social media post.
- Manage the NWGH message inboxes on all social networks.
- Write news articles for the NWGH website.

Graphic Design for Print

- Design signages, shields, posters, leaflets, banners, badges, stickers, standees and other print material as and when required.
- Design the NWGH Newsletter every quarter.

Multimedia Production

- A total of four monthly visits by a professional video and photography team to cover events, record public service awareness messages, organize live streams and create promotional videos.
- A full-time inhouse photographer / graphic designer deputed at NWGH's premises for any day to day activities.

Web & IT

- Manage the following websites with a dedicated WhatsApp Group based helpdesk with relevant stakeholders of each entity. Management includes technical and content support, backups, and subscription of paid plugins such as Elementor.
 - www.nwgh.pk
 - www.nwihs.edu.pk
 - www.nwsm.edu.pk
 - www.alliancehealthcare.pk
- Manage the Northwest Journal of Health Sciences portal:
 - www.njms.pk
- Manage the AHL Careers portal by working with HR to post jobs.
 - careers.alliancehealthcare.pk
- Manage the AHL Research Directory by working with NWSM research team
 - research.alliancehealthcare.pk

How to Apply

Interest firms should submit their proposals via email to aliya.syed@nwgh.pk no later than 15th September 2023.

Mandatory requirements of the proposal are as under:

- Company Profile
 - Previous Experience & Portfolio with Client References
 - Team & List of Media Equipment
 - Legal & Tax Status with Evidence
- Campaign Design for 'Breast Cancer Awareness Month' including:
 - Promotional Video (Shoot, Edit, & Voice Over)
 - Social Media Posts (Cover Photo & Posts)
 - Print & Web Banner
 - Poster, Flyer & Standee
 - Invitation Card
 - Bunting
 - Photo booth
 - Wall of hope
 - Badge & Sticker
 - Pharmacy bag
- Financial Proposal with a breakdown of all costs

For any enquiries or scheduling an appointment for the promotional video shoot, contact the media manager on: 091 111 583 880 Extension: 1282

Shortlisted firms will be invited for a presentation to the management.

Cost of preparing the proposal will be the sole responsibility of the firm and no TA/DA or any other costs will be paid by AHL.