**MONGOLIA EMERGENCY RELIEF AND EMPLOYMENT SUPPORT PROJECT
(MERESP) IDA credit-P174116**

Terms of Reference (TOR)

Project	Mongolia Emergency Relief and Employment Support Project (MERESP) IDA credit-P174116
Location	Ulaanbaatar, Mongolia
Task	Preparing Video Content of the "eJob" platform for job seekers, employers and the public
Type of contract	Non-consulting services
Language	Mongolian
Contract period	From November 4, 2024 to December 25, 2024

Project Overview

The Mongolia Emergency Relief and Employment Support Project (MERESP), implemented by the Ministry of Family, Labour, and Social Protection (MFLSP) with funding from the World Bank, is designed to make labor market opportunities accessible to job seekers and micro-entrepreneurs. During the COVID-19 pandemic, it also aims to provide temporary social insurance (SI) contribution discounts for eligible employees. The project comprises four main components:

Component 1: In partnership with private employment organizations, this component focuses on developing customer-centered public employment services for both employers and job seekers. Component 2: Implements measures to strengthen active labor market programs. Component 3: Aims to improve the quality and availability of labor market information and analysis, enabling informed decision-making by institutional and non-institutional stakeholders. Component 4: Provides temporary relief on Social Insurance (SI) contributions for eligible employees and their employers.

The following main tasks are planned within the framework of Component 1 of the Project: (a) Develop and implement targeted measures based on recommendations from the assessment of the current state of public employment services. (b) Introduce an integrated Labor Market Information System (LMIS) and technology-based employment services to advance information accessibility. (c) Enhance and upgrade the structure, organization, and training environment of the General Office of Labour and Welfare Services (GOLWS) and refurbish necessary facilities. (d) Strengthen the capacity of public employment services by providing technical assistance and training for personnel.

On November 25, 2022, the eJob platform—an online employment portal—was launched as part of the modernization of the integrated Labor Market Information System (LMIS), included in the Mongolian Government's Reform Policy and 2020-2024 Action Program by the Ministry of Family, Labour and Social Protection. In addition to the online portal and mobile application, the platform features three subsystems and thirteen modules designed to enable experts to deliver core employment services and employment support programs implemented by the Ministry and its implementing agency (GOLWS).

Through the online portal and mobile application, employers can post job openings, and job seekers can access job information, register by submitting their CVs, and apply for positions.

In addition to job placement services, users can participate in employment support programs, register for career guidance and counseling, receive unemployment benefits, and submit feedback or complaints regarding government employment services—all accessible online.

One subsystem of the eJob platform, the mobile app, is available for both Android and iOS, allowing job seekers and employers to access its services conveniently. Additionally, the platform has automated many tasks and functions for experts involved in providing core employment services and employment support programs managed by the Ministry of Education and Culture. This automation will reduce employee workload, lower administrative costs, and enhance productivity and performance.

Features of the Online Portal

For Job Seekers:

- Create a profile and build a resume in multiple formats.
- Receive automated job recommendations tailored to your qualifications.
- Track and manage the status of your job applications.
- Access career guidance and counseling services.
- Find information on employment promotion projects.

For Employers:

- Advertise job openings at no cost.
- Connect with candidates who possess the right skills, knowledge, and experience for the job.
- Participate in employment promotion projects aimed at supporting employers.
- Manage your hiring process, including inviting candidates for interviews and tracking applications.
- Build a resume database of job seekers vetted by HR professionals.

Employment Services:

The platform uniquely matches registered job seekers with suitable jobs and identifies ideal candidates for employers based on job search data.

As of June 2024, the eJob platform has:

- 143,861 job seekers registered,
- 17,031 employers registered, and
- 48,099 individuals successfully employed.

To maximize the platform's impact, it is essential to continue expanding job listings, employer participation, and job seeker registrations.

Purpose of Work

To increase awareness and simplify the job registration process, the Ministry of Family, Labour and Social Protection plans to hire a consulting company to produce video presentations and tutorials for the eJob platform. These videos will serve as a guide for job seekers, employers, and the public, aiming to increase job postings, employer registrations, and job seeker participation, thereby boosting labor market efficiency. The videos will be made available on the eJob platform.

Scope of work

1. Make a video presentation of the community-oriented "eJob" platform.
2. Make video tutorials using the "eJob" platform online portal and mobile app for job seekers.
3. Make video tutorials using the "eJob" platform online portal and mobile app for employers.
4. Finalize video instructions and presentations based on the feedback of the Ministry of Foreign Affairs of the Republic of Kazakhstan and the Ministry of Foreign Affairs of the Republic of Kazakhstan.
5. Support placement in "eJob"platform.

The consulting company should be familiar with the structure and features of the "eJob" platform before starting the video tutorial and presentation.

Platform for uploading video tutorials and presentations	**https://ejob.gov.mn/**

Track progress reports and results:

The consulting company will work under the leadership of the MFLSP, the PIU and the World Bank. The activities of the consulting company will be evaluated according to the following indicators:

1. Completed tasks specified in the task;
2. Execution of the supply product within the specified time;
3. Quality of work performed.

The consulting company should be familiar with the structure and features of the "eJob" platform before starting the video tutorial and presentation. Cooperate with the General Office of Labour and Welfare Services (GOLWS).

Products to be delivered	Delivery time	Control and approval
Products to be supplied 1. (i) Video presentation of the community-oriented "eJob" platform (ii) Video instructions for using the "eJob" platform online portal and mobile application for job seekers	2024.11.07	MFLSP/PIU
Products to be supplied 2. (i) Video tutorials on using the "eJob" platform online portal and mobile app for employers (ii) Work report supporting the placement of video instructions and presentations on the "eJob" platform (iii) Final report on 1-2 of the products to be supplied;	2024.12.10	MFLSP/PIU

In carrying out these tasks, must work closely with the MFLSP, GOLWS and PIU, and reflect regular discussions, consultations, and suggestions.

Budget:

The payment will be paid in 2 installments as follows:

1. 50% of the total amount of the contract by completing the work of the product 1 to be supplied
2. 50% of the total amount of the contract by completing the work of the product 2 to be supplied

Report:

The consulting company will report to the MFLSP/PIU. With the recognition of the performance of the task by the MFLSP/PIU, all materials will be copied and handed over to the MFLSP/PIU on a USB flash drive.

Requirements:

- Officially registered enterprises and organizations/non-governmental organizations;
- The consulting firm must have at least 5 years of experience in video content creation (requiring evidence documenting previous work experience and experience in video content development)
- The consulting company should have video content development equipment. Have full equipment to prepare quality video content such as cameras, microphones, lighting, and video editing software.

Requirement for the consulting company

Broadcaster/host

- At least a bachelor's degree in journalism, communications or a related field;
- At least 2 years of experience as a broadcaster or presenter on television or radio;
- High writing skills in Mongolian;
- Good presentation skills;
- Ability to work in a team;
- Able to deliver information results concisely and effectively to the target audience;
- High document processing skills;

Graphic designer

- Bachelor's degree or higher in Graphic Design;
- Experience as a graphic designer/artist in at least 3 video and animation content development projects;
- At least 5 years of experience as a graphic designer/artist;
- Ability to work in a team;
- Able to deliver information results concisely and effectively to the target audience;
- High document processing skills;

Copyright

All documents and materials developed under the contract shall be protected by the copyright of the MFLSP. It is prohibited to disclose or use the above documents and materials to any person other than the MFLSP (copyright holder).

The consulting company is responsible for maintaining and protecting the integrity of all original files related to the contract until the expiration or termination of the contract. Unauthorized music, audio, video, and images must be used. The consulting company is responsible for preventing any copyright infringement.

About the submission

Organizations wishing to submit their applications must submit sealed documents proving their ability to perform the service to the PIU Office and mail them to procurement@meresp.mn before November 1, 2024, at 11:00 a.m. Please visit the website www.mflsp.gov.mn for more information.

#	Modul	No.	Duration	Target group:	Manual
APPENDIX I. "EJOB" PLATFORM VIDEO PRESENTATION AND WORK PLAN FOR VIDEO INSTRUCTIONS USING THE SYSTEM					
1.					

1.1	Video presentation of the community-oriented "eJob" platform	- Purpose of the system
		- Features and advantages of the system
		- **System structure. 3 subsystems**
		  ❖ Back office (1 subsystem, 9 modules)
		  ❖ Online portal (Subsystem)
		  ❖ Mobile application (Subsystem)
		13 Module:
		  ❖ Employment
		  ❖ Career guidance and counseling
		  ❖ Project program
		  ❖ Report
		  ❖ Document management
		  ❖ Internal chat
		  ❖ Category code management settings
		  ❖ User control settings
		  ❖ Online Portal: Jobseeker Section
		  ❖ Online portal: Employer section
		  ❖ Mobile App: Job Seeker Section
		  ❖ Mobile App: Employer Section
		  ❖ Applications and complaints
			30 min	Job seekers, people who have difficulty finding a job, young people aged 18-34, employers	- Updated System Requirements Survey Document
					
					- A Guide for System Professionals
					
					- A guide for system job seekers
					
					- A Guide for System Employers

| 1.2 | Video tutorials on how to use "eJob" online portal and mobile app for job seekers | **The job seeker section of the online portal consists of 6 main menus.**
❖ Introduction
❖ General introduction to the online portal
❖ Features of the online portal
❖ Online portal components
❖ Access the online portal
❖ Register for the online portal
❖ Login as a job seeker: Main Page-Profile Window
❖ Job menu
❖ Employer menu
❖ Job seeker profile-General information
❖ Project program menu
❖ Contact menu-Applications and complaints
Mobile application for job seekers
- Introduction
- General introduction to mobile applications
- Features of mobile applications
- Mobile application job seeker section main 3 menus
- Install mobile application
- Register as a job seeker
- Access to mobile applications
- Job seeker profile menu
- Job menu
- Employer menu | 25 min | | - A guide for online portal and mobile job seekers |

| 1.3 | Video tutorials on using the "eJob" platform online portal and mobile app for employers | **The employer section of the online portal consists of 7 main menus.**
- Introduction
- General introduction to the online portal
Features of the online portal
-Online portal components
- Access online portal
- Register for the online portal
-Job menu
- Job seeker menu
-Project program menu
- My job menu
- Employer Profile Menu
-Contact menu | 25 min | Job seekers, people who have difficulty finding a job, young people aged 18-34, employers | -Онлайн портал болон гар утасны ажил олгогчдод зориулсан гарын авлага |

Total duration 1 hour 20 min.

APPENDIX II.

I. TECHNICAL COMPETENCE AND REQUIREMENTS

The consulting company shall adhere to the following principles when making video presentations and video instructions:

i.   Applications that can be used to create system video presentations and instructions for use:

- Adobe character animate
- Adobe After Effect
- Blender
- Animaker
- Powtoon
- Maya Autodesk
- Sketchup

ii.   Explain in a simple and interesting way to make it easier to understand.
iii. The sound resolution is written without background noise, and the sound level is neither too soft nor too loud.
iv.   Videos meet the following requirements.
- Having a Full HD 1920 x 1080 recording device;
- Video output should be mp4;
- Videos should be quality, stable and illuminated;
- Audio should be clear and no background noise.