



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

TERMS OF REFERENCE (TOR)

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| Project title | Mongolia Emergency Relief and Employment Support Project (MERESP) IDA CREDIT# P174116 |
| Location | Ulaanbaatar, Mongolia |
| Title of the assignment | Creating a video introduction for the "eJob" platform for job seekers, employers, and the public. |
| Type of contract | Non Consulting services |
| Language required | Mongolian |
| Duration of Initial contract | 4 November 2024 till December 25, 2024 |

BACKGROUND

The Ministry of Family, Labour, and Social Protection (MFLSP) of Mongolia is executing the Mongolia Emergency Relief and Employment Support Project (MERESP) with the aim of enhancing labor market opportunities for job seekers and micro-entrepreneurs in Mongolia while providing temporary relief to eligible workers in response to COVID-19. The project, implemented through a soft loan and technical assistance provided by the World Bank, from 2020 to 2024. The MERESP comprises four key components:

Component 1: Comprehensive realignment of the current public employment service system for an improved client-driven approach through collaboration with private intermediation services.

Component 2: Strengthening the design, relevance, and demand orientation of select active labor market programs.

Component 3: Enhancing the quality and availability of labor market information and analysis to help institutional and non-institutional actors with informed decision-making and reinforcing project monitoring and management.

Component 4: Provision of temporary relief to the Social Insurance contributions for eligible workers and their employers.

Under Component 1, the MERESP has planned to implement the following main activities:

- i) development and implementation of the streamlined work organization based on the recommendations from the functional reviews; ii) re-designing the LMIS and making the system functionality that is efficiently aligned with the business needs of the Ministry of Family, Labour and Social Protection (MFLSP) and General Office for Labor and Welfare Services (GOLWS) labor market functions and facilitates process automation through standardized management information system, and an ICT-based job-matching tool for better synergy; iii) physical upgrading of the General Office for Labor and Welfare Services (GOLWS) office to house the improved LMIS and facilitate streamlined work organizations and training facilities; iv) capacity strengthening of public employment services (PES) through technical assistance and staff training.

The MFLSP launched the "Ejob" platform and online portal for job-matching modules on November 25, 2022, after redesigning the LMIS (Labor Market Information System). The platform comprises three subsystems and thirteen modules, including a front office, an online portal, a mobile application, and a back office for employment specialists.

Here are some potential functionalities and capabilities that the "eJob" platform could offer.

Through the online portal and mobile application, the system will enable employers to access information, search for job seekers, and allow job seekers to submit their CVs, access pertinent information, register as job seekers, and search for job-related information

In addition to the job search and job matching functions, it provides valuable information and includes detailed job searches, training programs, career guidance, relevant social benefits (such as unemployment benefits), and links to other resources. The mobile application, a sub-system of the "eJob" platform, has been developed for both the Android and iOS operating systems, catering to both job seekers and employers.

Through the back office portal, the operational aspects of the employment services, measures, and programs implemented by the MFLSP have been automated. This advancement will diminish the workload of Labor and Social Security employees, curtail administrative costs, and elevate work performance and productivity.

The features of the online portal

Through the online portal for job seekers:

- Create your own profile and generate multiple versions of your resume
- Automatically recommend jobs that are suitable for you
- Manage the statuses of your application process
- Participate in career counseling services
- Obtain information about employment support projects and programs

Through the employer online portal:

- Publicly post job information for free.
- Find a job seeker with the appropriate knowledge, skills, and experience for the position.
- Obtain information about the Employment Support Project tailored for employers
- Monitor and manage the selection process, which includes inviting job seekers who have submitted resumes to interviews and facilitating recruitment
- Creation of resumes for job seekers recruited by human resources specialists.

Job intermediation services:

It distinguishes itself by matching registered job seekers with suitable positions and connecting suitable candidates to employers based on job seeker and workplace data.

As of June 2024, the "eJob" platform:

- Number of job seekers – 143,861
- Number of employers– 17,031
- Number of recruited citizens – 48,099

To utilize this system effectively in the future, it is essential to augment the number of job applicants, employers, and job seekers, among other factors.

Based on the aforementioned details, MFLSP intends to engage a consulting firm to promote the system to the public, streamline the registration process for job seekers and employers, create a video presentation of the "eJob" platform, and produce instructional videos on its usage. The video introduction and usage instructions for the system have been uploaded on the "eJob" platform.

OBJECTIVE OF WORK

The objective of this assignment is to produce a video introduction of the eJob platform and instructional videos demonstrating its usage for job seekers, employers, and the public. It will enhance the efficiency of the labor market by increasing the registration of job orders, employers, and job seekers.

SCOPE OF WORK

1. Developing a video introduction of the "eJob" platform targeted at the public
2. Creating video instructions for utilizing the online portal and mobile application of the "eJob" platform for job seekers.
3. Creating video instructions for utilizing the online portal and mobile application of the "eJob" platform for employers.
4. Finalize the video instructions and introduction based on the feedback from the MFLSP/GOLWS.
5. To provide support for uploading to the "eJob" platform.

The consulting company should familiarize itself with the structure and features of the eJob platform before commencing the video introduction and instructions.

A platform for hosting video instructions and introductions.

<https://ejob.gov.mn/>

TASKS

Task 1.

Creating a video introduction of the "eJob" platform targeted for the public.

1. In accordance with the technical specifications outlined in Appendix 2, produce a public video introduction adhering to the structure of the "eJob" platform as specified in Appendix 1, encompassing 3 subsystems and 13 modules;
2. Finalize the video introduction based on the feedback from the MFLSP/GOLWS;

Task 2.

Creating video instructions for utilizing the "eJob" platform's online portal and mobile application designed for job seekers.

1. Creating video instructions in accordance with the technical specifications outlined in Appendix 2, based on the main menu of the job seeker section within the online portal "eJob" as detailed in Appendix 1;
2. Creating video instructions according to the technical requirements specified in APPENDIX 2 according to the 3 main menus of the mobile application for job seekers specified in APPENDIX 1;
3. Finalize the video instructions based on the feedback from the MFLSP/GOLWS;

Task 3.

Creating video instructions for utilizing the online portal and mobile application of the "eJob" platform tailored for employers.

1. Creating video instructions according to the technical requirements specified in APPENDIX 2 according to the employer section 7 main menu of the online portal "eJob" platform specified in APPENDIX 1;
2. Creating video instructions according to the technical requirements specified in APPENDIX 2 according to the 4 main menus of the mobile application for employers specified in APPENDIX 1;
4. Finalize the video instructions based on the feedback from the MLSP/GOLWS;

Task 4.

Upload the video introduction and instructions to the "eJob" platform.

1. Support uploading video instructions and introduction to the "eJob" platform;

MONITORING AND PROGRESS CONTROL, INCLUDING REPORTING REQUIREMENTS:

The consulting firm will work under the guidance of the Project Director and supervision of the MERESP PIU Coordinator. The performance of the firm will be evaluated based on the following indicators:

1. Completion of tasks specified in ToR;
2. Compliance with the established deadlines for submission of deliverables;
3. Quality of work;

CONTRACT DURATION:

The consulting company will work from **October 07, 2024 to December 10, 2024.**

The consulting company should familiarize itself with the structure and features of the eJob platform before commencing the video introduction and instructional phase.

| Deliverables | Delivery time | Monitoring and verification |
|--|---------------|-----------------------------|
| <p>Deliverable 1.</p> <p>(i) Video introduction of the "eJob" platform to the public.</p> <p>(ii) video instructions for utilizing the "eJob" platform's online portal and mobile application designed for job seekers.</p> | 2024.11.07 | MFLSP/PIU |
| <p>Deliverable 2.</p> <p>(i) Video instructions for utilizing the online portal and mobile application of the "eJob" platform for employers.</p> <p>(ii) Report for supporting the uploading of video introduction and instructions to the "eJob" platform.</p> <p>(iii) Final Report for Deliverables 1-2.</p> | 2024.12.10 | MFLSP/PIU |

The assignment should be carried out in close cooperation with the MFLSP, GOLWS, and PIU. The assignment execution should follow the feedback mechanism with regular discussions.

CONSULTANCY FEE:

The firm shall be paid as follows:

1. 50% of the total amount upon satisfactory delivery of #1
2. 50% of the total amount upon satisfactory delivery of #2

REPORTING:

The consulting firm will report to the MFLSP/PIU. Upon acceptance by the MFLSP, all materials will be copied to a USB flash drive and handed over to the MFLSP.

REQUIREMENTS FOR THE SERVICE PROVIDER:

- Officially registered enterprise, organization/non-governmental organization;
- The consulting company must possess a minimum of five years of experience in video content production (supported by documented evidence of previous work and expertise in video content development);
- The consulting company is required to possess video content development equipment. Have a complete set of equipment necessary for producing high-quality video content, including a camera, microphone, lighting setup, and professional video editing software.

The consulting company comprises members who meet the following requirements.

Broadcaster/Host

- At least a bachelor's degree in journalism, communications, or a related field is required;
- A minimum of two years of experience as a broadcaster or presenter in television and radio;
- Excellent writing skills in the Mongolian language;
- Possesses strong presentation skills;
- Ability to collaborate effectively within teams;
- Capable of delivering concise and clear information and results to the target audience;
- High proficiency in drafting documents.

Graphic designer

- A bachelor's degree or higher in graphic design is required;
- Experience as a graphic designer/artist on at least three video and animation content development projects;
- A minimum of three years of experience as a graphic designer or artist is required;
- Capability to collaborate effectively within teams;
- Capable of delivering concise and clear information and results to the target audience;
- High proficiency in drafting documents;

COPYRIGHT

All contents and outputs developed and designed under a contract shall be copyrighted by the MFLSP, thus these contents and outputs shall not be disclosed, shared with, or used by any other entity except the MFLSP (copyright owner).

The professional entity is responsible for preserving and protecting the integrity of all original records and files related to the contracted work until the effective date of the contract expires or terminates. Each content must use copyright-free music, audio, video, and images. The professional entity is responsible for preventing any copyright infringement and violations.

ANNEX I. VIDEO INTRODUCTION OF THE "EJOB" PLATFORM AND WORK PLAN FOR VIDEO INSTRUCTIONS ON USING THE SYSTEM

| # | Module | Menu | Duration | Target audience | Manual |
|-----|---|---|------------|---|---|
| 1.1 | Video introduction of the "eJob" platform to the public. | -The goal of the system -Features and advantages of the system - System structure. 3 subsystems In this: <ul style="list-style-type: none"> ❖ Back office (1 subsystem, 9 modules) ❖ Online Portal (Subsystem) ❖ Mobile Application (Subsystem) 13 Modules: <ul style="list-style-type: none"> ❖ Recruitment ❖ Career guidance and counseling ❖ Employment project program ❖ Report ❖ Document management ❖ Internal chat Category code management settings ❖ User management settings ❖ Online Portal: Job Seeker Section ❖ Online Portal: Employer Section ❖ Mobile Application: Job Seeker Section ❖ Mobile App: Employer Section ❖ Applications and complaints | 30 minutes | Target group: Job seekers, individuals experiencing difficulty finding employment, young people aged 18-34, and employers | -System requirements study document - A manual for the specialists -A manual Job Seeker's manual -A manual for Employers |
| 1.2 | Video instructions for utilizing the "eJob" platform's online portal and mobile application designed for job seekers. | The job seeker section of the online portal consists of 6 main menus. <ul style="list-style-type: none"> ❖ Introduction ❖ General introduction of the online portal ❖ Online Portal Features ❖ Online Portal Components ❖ Online portal access ❖ Register on the online portal | 25 minutes | Target group: Job seekers, individuals experiencing difficulty finding employment, young people aged 18-34, and employers | -A manual for job seekers using online portal and mobile app |

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| | | <ul style="list-style-type: none"> ❖ Log in as a job seeker: Main page-Profile window ❖ Job Menu ❖ Employer menu ❖ Job Seeker Profile-General Information ❖ Project menu ❖ Contact menu - Complaints <p>Mobile application for job seekers</p> <ul style="list-style-type: none"> ❖ Introduction ❖ General introduction of mobile application ❖ Features of the mobile application ❖ The job seeker section of the mobile application has 3 main menu ❖ Install mobile application ❖ Register as a job seeker ❖ Access to the mobile application ❖ Job seeker profile menu ❖ Workplace menu ❖ Employer menu | | | |
| 1.3 | Video instructions for utilizing the online portal and mobile application of the "eJob" platform for employers. | <p>The employer section of the online portal consists of 7 main menus.</p> <ul style="list-style-type: none"> ❖ Introduction ❖ General introduction of the online portal ❖ Features of the online portal ❖ Components of the online portal ❖ Access to the online portal ❖ Register in the online portal | 25 minutes | Target group: Job seekers, individuals experiencing difficulty finding employment, young | -A manual for employers to using online portals and mobile app |

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| | | <ul style="list-style-type: none"> ❖ Workplace menu ❖ Job seeker menu ❖ Project menu ❖ My workplace menu ❖ Employer profile menu ❖ Contact menu <p>Mobile application for employers</p> <ul style="list-style-type: none"> ❖ Introduction ❖ General introduction of mobile application ❖ Features of the mobile application ❖ Mobile application components ❖ Install mobile application ❖ Register as an employer ❖ Login ❖ Employer profile menu ❖ Job seeker menu ❖ Workplace menu ❖ My workplace menu | | people aged 18-34, and employers | |
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Total duration 1 hour 20 minutes.

ANNEX II. TECHNICAL REQUIREMENTS FOR VIDEO INTRODUCTION AND VIDEO INSTRUCTIONS

The consulting company shall adhere to the following principles when creating video introduction and video instructions:

- i. Programs that can be utilized to create a video introduction of the system and usage instructions:
 - Adobe character animate
 - Adobe After Effect
 - Blender
 - Animaker
 - Powtoon
 - Maya Autodesk
 - Sketchup
- ii. The content of the topic shall be explained simply and interestingly to make it easy to understand.
- iii. The resolution of the audio is recorded without background noise, and the sound level should not be too soft or too loud.
- iv. Videos must meet the following requirements.
 - Must be shot with video equipment capable of recording at a minimum of full HD 1920 x 1080
 - The video output should be an mp4.
 - Video must be well-shot: in-focus, steady, well-framed, and with proper exposure and lighting.
 - The audio must be crisp and clear.