



BeyondZero

a partner in public health transformation

Request for Quotation for the Procurement of Communications & Public Relations Services

RFP BZ-2021-PR-001

1. Background

The services of a Communications and Public Relations entity are required to support Beyond Zero (BZ) & its sub-recipients (SRs). The aim of the engagement of the Communications and Public Relations entity is to use all forms of media and communication to plan and oversee PR activities and ensure effective communication with stakeholders, media, and the public.

2. About Beyond Zero

Beyond Zero has been successfully implementing comprehensive services across the HIV and TB care continuum in the Eastern Cape (EC), KwaZulu-Natal (KZN) and Limpopo Provinces for the past 17 years, targeting key and vulnerable populations including: adolescents and youths, sex workers (SW), orphans and vulnerable children (OVC), men who have sex with men (MSM) and people living with HIV amongst others.

Beyond Zero is one of the four Global Fund for AIDS, TB and Malaria (GFATM) Principal Recipients (PRs) in South Africa to lead and provide strategic management, oversight, monitoring and evaluation on the implementation of the GF grant for the period April 2019 until March 2022. Beyond Zero will be implementing activities addressing the Acquired Immune Deficiency Syndrome (AIDS) and Tuberculosis epidemics in South Africa, and more specifically the following modules:

- Prevention programs for adolescents and youth, in and out of school (AGYW);
- Comprehensive prevention programs for Men who have sex with OTHER Men (MSM);
- Comprehensive prevention programs for Transgender (TG) people and
- Community response systems (CRS).

3. Duties and Accountabilities

In particular, the required tasks of the Communications and Public Relations entity are as follows:

- Development and implementing communication strategies related to Beyond Zero and its projects.
- Maintain open communication with senior management.
- Seek opportunities for partnerships, sponsorships, advertising, and related stakeholder management.
- Collating and analyzing media coverage.
- Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes.
- Maintaining and updating information on the organization's website.
- Managing and updating information and engaging with users on social media sites such as Twitter, LinkedIn, YouTube and Facebook.
- Managing BZ branding.
- Managing specified annual corporate events.
- Review of BZ Communications policy & procedures.
- Support BZ staff team building & wellness initiatives.

4. Reporting and outputs

- Monthly technical report on the performed activities.
- Mission and technical reports after executed field missions.
- Submission of monthly schedules.

The following outputs are foreseen for the Communications and Public Relations entity within this Terms of Reference:

- Reports on accomplishment of the communication strategy.
- Analytical reports related to outreach of the SWG communication tools.
- Technical reports on the performed activities.
- Providing advice, guidance and support on planning and implementing internal and external communication efforts to strengthen PR & SRs and raise the profile and visibility of Beyond Zero in general.

This can include advising and guiding Beyond Zero on how to:

- Develop a targeted communications strategy and action plan.
- Mobilizing knowledge on different modes and channels of communication to disseminate critical information in a timely manner.
- Produce and disseminate various communication materials, including stories and news, outreach materials, briefings, articles, statements, speeches, factsheets, publicity materials, videos, media advisories, press releases, press/media kits, and write ups about events, for different communication channels including websites, blogs, newsletters, intranet, the media, etc.
- Ensure appropriate communications before, during and after events like seminars, knowledge sharing meetings, trainings, conferences, and special events.
- Profile effective media channels, develop a schedule of media practitioners, expand contacts with print, audio-visual, and social media outlets to enhance coverage, and respond to queries from the media and other external parties.
- Organize press conferences and media interviews with partners and topical experts.
- Raise internal awareness of communications approaches, progress, and best practices.
- Staff training on media communications.

5. Experience and Competencies

- 5-10 years relevant professional experience in public relations and media and other related field such as journalism, public affairs, and marketing.
- Fluency and strong competency in English.
- Proven experience and understanding of public relations and communications at NGO level, and proven ability to position and advocate for issues effectively.
- Experience working on conception, design, packaging, production and dissemination of communication products to a variety of audiences and understanding of channels of dissemination.
- Demonstrated ability to build and nurture strong relations with the media.
- Previous work experience with NGOs in the HIV/TB sector would be an asset.
- Proven writing, editing and linguistic skills, and the capacity to convey complex ideas in a concise, clear, direct, and lively style.

- Strong organizational and interpersonal skills, ability to meet deadlines and to manage multiple tasks effectively and efficiently, ability to take initiative and be innovative.
- Working knowledge of relevant computer software such as MS Office, WordPress, Adobe InDesign/Illustrator/Photoshop, electronic mail procedures.

6. Contract Duration

The contract is valid for four months.

7. EVALUATION

7.1 Criteria for selection of the proposals

- a. The award of the contract will be made to the service provider whose proposal has been evaluated and determined using the 80/20 PPPFA evaluation criteria detailed as follows:
 - i. Responsive/compliant/acceptable, and
 - ii. Technical Criteria weight: 60 points.
 - iii. Financial Criteria weight: 20 points.
 - iv. BBBEE Status Level Certificate: 20 points
- b. Only candidates obtaining a minimum of 45.00 points (75%) out of a maximum 60 points on the Technical Evaluation will be considered for the Financial Evaluation.

7.2 Criteria for Technical Evaluation (75 points maximum)

- a. 5-10 years relevant professional experience in public relations and media and other related field such as journalism, public affairs, and marketing (10 points).
- b. Comprehensive proposal on the communications strategy and action plan for Beyond Zero (20 points)
- c. Sound technical proposal detailing their interpretation of the TOR, proposed methodology including sampling framework and work schedule (20 points)
- d. Proven experience and understanding of public relations and communications at NGO level, and proven ability to position and advocate for issues effectively. (10 points)

8. AWARDING OF THE CONTRACT

The contract is expected to be awarded before 29/03/2021, where possible.

- a. Beyond Zero will select the service provider. The Procurement Review Committee reserves the right to request any, or all, of the bidders to meet to clarify their proposal.
- b. The Procurement Review Committee is not bound to accept the lowest or any proposal.
- c. The proposal will be evaluated against the provided evaluation criteria.
- d. The Committee may, entirely at its discretion, decide to:
 - o Award contracts to different bidders for different sections of the scope of work.
 - o Award contracts for particular sections of the scope of work but invite new proposals for other sections of the work.
 - o Make award of contracts subject to such conditions as Beyond Zero may determine at the stage of awarding the contracts.
- e. The Service Provider may be required to sign the Global Fund's Code of Conduct for service providers should they be contracted.

9. SUBMISSION OF PROPOSALS

- Proposals are to be electronically submitted at procurement@beyondzero.org.za not later than the closing date which is the 29th March 2021 at 11:00.
- No late proposals will be accepted and considered for evaluation.
- Beyond Zero reserves the right to award the contract to one or more service providers.