



# BeyondZero

a partner in public health transformation

## SUMMARY

Title	<b>PUBLIC RELATIONS ON BUMBINGOMSO HEALTH INTERVENTION PROGRAMME(BI)</b>
Reference	<b>RFP BZ-BI-001-OCT 2021</b>
Description	<b>REQUEST FOR PROPOSAL FOR THE APPOINTMENT OF PUBLIC RELATIONS ON BUMBINGOMSO HEALTH INTERVENTION PROGRAMME (BI)</b>
Submission by email only to:	<a href="mailto:procurement@beyondzero.org.za">procurement@beyondzero.org.za</a>
Closing date for enquires/bid clarification	All technical enquiries must be emailed to <a href="mailto:pamq@beyondzero.org.za">pamq@beyondzero.org.za</a> and all general bidding enquiries be emailed to <a href="mailto:procurement@beyondzero.org.za">procurement@beyondzero.org.za</a> before 13h00 on 14 October 2021 No enquiries will be entertained after this date.
Deadline for submission	<b>13h00 on 14 October 2021</b>
Validity Period	<b>90 days</b>

## 2. SUBMISSION REQUIREMENTS

The proposals submitted must include the following documents as Mandatory Requirements:

1.	Completed SBD 1 with all the company details and contact numbers and email address.
2.	Detailed pricing required.
Annex 1	B-BBEE Status Level Verification Certificate or Valid Sworn Affidavit.
Annex 2	Valid SARS Tax Clearance Certificate/PIN
Annex 3	CIPC Registration documentation.
Annex 4	Valid SARS VAT Registration certificate for all quotations exceeding R1 Million.
Annex 5	Company Profile
Annex 6	Implementation Plan
Annex 7	Completed and Signed <b>Declaration of Interest.</b>

## 3 | PUBLIC RELATIONS SERVICES ON BUMBINGOMSO HEALTH INTERVENTION PROGRAMME

**Duration of contract: 3 months**

### 1. Introduction

Beyond Zero as the implementing partner of the *bumb'INGOMSO* (BI) health intervention seeks to appoint a public relations (PR) entity to build and strengthen relationships with all BI stakeholders and beneficiaries by increasing the BI brand credibility through strategic communication. The appointed service provider will be responsible for demand creation of the BI brand and safe space by creating and executing a PR strategy that will cultivate a positive reputation through various channels and formats including press, social media and in-person engagements.

### 2. Background

Beyond Zero is a South African registered NPO (not for Profit organization) that was founded in 2003. The organization's head office is based in East London, Eastern cape; however, it has a National footprint. Beyond Zero was awarded the health intervention component of the *bumb'INGOMSO* (BI) programme in 2017. The BI programme is a five-year innovative HIV prevention project of the Department of Health that is implemented by the DG Murray Trust (DGMT) which is a both the project executing agency and a co-funder. BI is a multifaceted HIV prevention project that is targeting adolescent girls and young women aged 15-29 years utilizing a preventative approach that combines behavioural, biomedical, social, and economic interventions. The goal of this component is to increase combined uptake of preventive and curative health services for human immunodeficiency virus (HIV), sexually transmitted infections (STIs) and tuberculosis (TB) among adolescent girls and young women aged 15 to 29 years in BCMM and selected areas in Amathole district.

### 3. Duties and Responsibilities

The service provider will be responsible for planning, developing, setting-up and evaluating information and communication strategies that present the organization and the BI program to the public and other stakeholders to ascertain continued support and understanding between Beyond Zero and all its stakeholders.

#### Key duties to perform are as follows:

- Planning, developing, and implementing PR Strategies pertaining to Beyond Zero organization and the BI program to maintain favorable public and stakeholder views of the organization's agenda and accomplishments
- Provide Management with analysis of communication gaps on BI Project
- Organising and attending BI promotional events such as press conferences, open days, awareness campaigns
- Collating and analysing media coverage
- Writing press releases and other media communications to promote the BI brand.
- Preparing and supervising the production of publicity materials, brochures, handouts, direct mail leaflets, promotional videos, photographs, films, and multimedia programmes
- Updating and maintaining BZ Web content
- Managing and updating information and engaging with users on Social Media sites such as Facebook, Twitter, LinkedIn, and WhatsApp
- Review of BZ Communications policy & procedures to build public relations strategies that influence public opinion and promote ideas, and services.
- Any other responsibility assigned by management

### 4. Qualifications and experience required

The service provider must have 5-10 years relevant professional experience in public relations and media and other related field such as journalism, public affairs, and marketing.

- Excellent written and verbal communication skills.
- Ability to think both creatively and strategically
- Ability to run PR campaigns that deliver measurable results and meet objectives
- Proven experience and understanding of public relations 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.

#### 4|EVALUATION CRITERIA

The evaluation of submissions will be managed by a Procurement Review Committee (PRC) which will prepare a shortlist of applicants that meet the threshold for appointment. BEYOND ZERO will use the shortlist drawn by the PRC to recommend applicants to be appointed.

The evaluation process will be conducted according to the following stages, as per the table below:

- Stage 1: Assessment of compliance with Mandatory Requirements. Applications that do not comply will not be evaluated further.
- Stage 2: Assessment of technical competency focusing on the ability to fulfil the required scope of work. Applicants need to achieve a minimum score of 75 points out of 100 of the technical competency requirements in order to be evaluated further on Price and BBEE
- Stage 3: Assessment of pricing submitted and B-BBEE score.

CRITERIA	WEIGHT	SUB-CRITERIA	POINTS
ELIGIBILITY	N/A	Mandatory Requirements in Section 2 above.	Pass/Fail
TECHNICAL		<b>A detailed and comprehensive proposal on public relations strategy for BZ &amp; BI Program</b>	
		<b>Ability to implement the Scope of Work</b> <ul style="list-style-type: none"> <li>• Implementation Plan (15)</li> <li>• Marketing Strategy (15)</li> </ul>	30
		Experience working on conception, design, packaging, production, and dissemination of communication products to a variety of audiences and understanding of channels of dissemination. <b>(Examples &amp; References)</b>  <b>2 Reference Letters + 2 Examples of work done= 30</b> <b>1 Reference letter+ 1 Example of work done = 15</b> <b>0 Reference + No Letter =0</b>	30
		Proven experience and understanding of public relations at NGO level, and proven ability to position and advocate for issues effectively.	40
<b>GRAND TOTAL</b>			<b>100</b>

**NB: All Proposals that score less than 75 out of 100 points on Technical Requirements shall not be considered for further evaluation for Price and B-BBEE.**

- **Stage 3:** Assessment of pricing submitted and B-BBEE score.

PRICE		Detailed quotation submitted	80
B-BBEE LEVEL		B-BBEE levels scored	20
GRAND TOTAL			100

Additional information linked to awards are listed below:

- BEYOND ZERO reserves the right to request the applicant to meet with us to clarify the proposal through a presentation.
- BEYOND ZERO is not bound to accept the proposal.
- BEYOND ZERO may, entirely at its discretion, decide to –
  - award contracts to different organizations for different sections of the scope of work.
  - delay the award contracts for certain sections of the scope of work (considering, inter alia, timing of funding availability)
  - subject the award of contracts to specific conditions as BEYOND ZERO may determine at the stage of awarding the contract.