



BeyondZero

a partner in public health transformation

Terms of Reference

SUMMARY	
Title	Appointment of a Social Media Consultant to provide consultancy work for a period of six (6) months.
Reference	BZ-GF-RFQ-2023-02-01
Description <i>(Summary for website - 100 words max)</i>	Beyond Zero seeks to appoint a suitable, qualified and experienced Social Media Consultant to provide the consultancy work for six (6) months.
Submission email	crs-procurement@beyondzero.org.za
Submission must include	<ol style="list-style-type: none">1. CIPC Registration Documents (where applicable)2. Certified ID Copies of the Directors or individual3. SARS tax clearance certificate/Tax Compliance Letter4. VAT Registration Certificate or VAT Registration Letter ("VALUE ADDED TAX Notice of Registration") available on e-Filing for all expenditure more than R500000 (for individuals compliance Tax certificate or letter of good standing is required)5. B-BBEE certificate (<i>Failure on the part of a bidder to submit proof of B-BBEE Status level of contributor/Valid Sworn Affidavit together with the bid, will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed.</i>)6. Bank account verification letter7. Signed Global Fund Code of Conduct for Suppliers of Services8. Completed and Signed Declaration of Interest
Closing Date and Time	10 February 2023 at 13h00



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1. BACKGROUND

1.1 Beyond Zero (BZ) has been successfully implementing comprehensive services across the HIV and TB care continuum in the Eastern Cape (EC), KwaZulu-Natal (KZN) and Limpopo Provinces in the past 19 years; targeting key and vulnerable populations including adolescents and youths, sex workers (SW), orphans and vulnerable children (OVC) and men who have sex with men (MSM) and people living with HIV amongst others. BZ is one of four Principal Recipients (PRs) of funding support by the Global Fund for AIDS, TB, and Malaria (GFATM)) in South Africa to lead and provide strategic management, oversight, monitoring, and evaluation on the implementation of the GF grant for the period April 2022 until March 2025.

1.2 Beyond Zero is seeking services of a Social Media Consultant to provide the consultancy work for six (6) months.

2. SCOPE OF WORK

2.1 The key objective of this assignment is for the consultant to become the first point of contact across various social media platforms and take the responsibility for management, audience building, content, queries, and reporting on communities on various social media platforms including but not limited to Facebook, Twitter, Instagram, LinkedIn and Website.

2.2 Copy Writing: responsible for taking briefs from various programmes and generating original copy, this includes but not limited to:

- Discussing individual module core messages with programme teams;
- Familiarising yourself with the target audience, competitors' activities, and messaging;
- Brainstorming visual and copy ideas with programme teams;
- Writing and presenting options to the communications manager and programme teams for approval;
- Modifying copy to meet the brief;
- Overseeing the production phase with design studio to ensure that visual represent or interpret copy.



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2.3 Community Management

2.3.1 Technical/Administration

- Oversee all technical and system administration aspects of the community. This includes working with the community platform vendor to address, resolve, and communicate any issues related to the features and functionality.
- Manage and troubleshoot regular platform upgrades.
- Make recommendations and implement new community features as appropriate.
- Ensure page information is always kept up to date.

2.3.2 Content

- Working with programme teams to develop and implement community promotion and engagement strategies and tactics e.g., competitions.
- Coordinate community postings across all digital channels including the website i.e., schedule content and pre-boost as per schedule.
- Communicate and promote new community features or procedures to staff members.

2.3.3 Moderation

- Monitor discussions, respond in a timely fashion appropriate as per the brief.
- Alert the relevant programme teams/managers and appropriate staff as issues that arise and work with them to resolve these issues.

2.3.4 Web content Management

- Website content design and maintenance management.
- Digital agency [supplier] relationship management and project management.
- Set-up, monitor and improve search engine optimization [SEO] and general discovery of content.



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2.3.5 Reporting

- Monitor and measure the success of community engagement and provide detailed reports to the Strategic information unit and Programme Units.
- Identify and report on community trends to internal teams and advise on potential opportunities or risks.
- Spend time analysing competitor brands and accounts.

3. Response Requirements

The service provider/consultant must provide a detailed proposal of the methodology/ approach to be used to carry out the scope of work through:

- 3.1 Demonstrate strong knowledge of digital marketing, branding and PR communications.
- 3.2 Display in depth knowledge and understanding of social media platforms and their respective audiences and how each platform can be deployed in different scenarios.
- 3.3 Working knowledge of Google Analytics and related digital channels like websites, Google search ads, online advertising and e-newsletters.

4. EVALUATION CRITERIA

The evaluation of proposals will be managed by an Evaluation Committee which will prepare a shortlist of applicants that meet the eligibility for appointment. The evaluation process will be conducted according to the following stages:

- **Stage 1:** Assessment of administrative compliance. Applications that do not comply will not be evaluated further.
- **Stage 2:** Assessment on mandatory requirements evaluation. Applications that do not comply will not be evaluated further.
- **Stage 3:** Assessment on technical/ functional evaluation criteria competency focusing on the ability to fulfil the required scope of work. Service providers need to achieve a score of at least 60 out of 100 points to progress further.
- **Stage 4:** The final stage of evaluation will be the application of the preference points system price at 80 points and B-BBEE 20 points.



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4.1 STAGE 1: ELIGIBILITY EVALUATION

Table 1: Eligibility evaluation Stages

Criteria	Sub-Criteria	Comply / Not Comply
Eligibility	SARS Tax Clearance Status/pin	
	Certified ID Copies of the Directors	
	CIPC Registration Documents	
	In bids where consortia / joint ventures / sub-contractors are involved; each party must submit a separate proof of TCS / PIN	
	Valid BBB-EE Certificate (from SANAS Accredited Verification Agency)	
	VAT Registration Certificate or VAT Registration Letter ("VALUE ADDED TAX Notice of Registration") available on e-Filing for all expenditure more than R500000	
	Bank account verification letter	
	Signed Global Fund Code of Conduct for Suppliers of Services	
	Completed and signed Declaration of Interest	
	Detail CV of the proposed Consultant (Resource)	
	Minimum relevant tertiary degree in marketing/digital marketing/Communications.	

4.2 STAGE 2: MANDATORY REQUIREMENTS

Table 2: Minimum Mandatory Qualification and Requirements

Description	Comply/ Not Comply
Two + years' experience in a similar role.	



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Description	Comply/ Not Comply
Community Management experience	
Internet research, copy writing and editing	
Exceptional grasp of the digital landscape and trends.	
Strong knowledge of digital marketing, branding and PR communications.	
A strong foundation in brand design.	

4.3 TECHNICAL EVALUATION

Only service providers who score **60 points** or more in stage 3 will be evaluated further in stage 4.

Criteria	Description	Weighting
<p>knowledge of digital marketing, branding and PR communications</p>	<p>Bidder must attach a brief proposal on how Beyond Zero and its social brands could benefit from Digital marketing, branding and PR communications with relevant examples of such campaigns in the public health sector.</p> <p>Scoring Matrix:</p> <p>Proposal reflective of a mixed social marketing strategy relevant to different social brands' audiences with relevant sectoral campaigns provided for referencing. = 50 points</p> <p>Proposal reflective of a mixed social marketing strategy relevant to different social brands' audiences without relevant sectoral campaigns provided for referencing. = 30 points</p> <p>Proposal reflective of a mixed social marketing strategy without reference to Beyond Zero's social brands' audiences with relevant sectoral campaigns provided for referencing. = 20 points</p>	<p>50</p>



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Criteria	Description	Weighting
Community Management	<p>Bidder must attach a brief proposal on their community management approach and benefits thereof.</p> <p>Proposal reflective of an integrated social media platforms' management process reflective of management tools, functionality, features and reporting. = 30 points</p> <p>Proposal reflective of an integrated social media platforms management process without reference and functionality of management tools, functionality, features and reporting. = 20 points</p> <p>Proposal of community management process reflective of management tools, functionality, features and reporting. = 10 points</p>	30
Digital Management systems	<p>Proposal reflective of community trends generated by leads and analysis competitor brands and accounts. = 20 points</p> <p>Proposal reflective of community trends generated by leads without analysis competitor brands and accounts. = 15 points</p> <p>Proposal reflective leads generation and analysis competitor brands and accounts. = 10 points</p>	20

4.4 Stage 3: Price And B-BBEE Evaluation

Service Providers that have successfully scored 60 points and above in the Functionality/Technical evaluation stage will be evaluation on stage 3 (Price and B-BBEE).

The service providers' tender response will be evaluated based on a combination of price and BBEE in accordance with the ratios set out below:



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Price and B-BBEE	Weighting
Price	80
B-BBEE	20
Total	100

Price evaluations will be conducted using the following formula:

$$\text{Lowest bid price} = 80$$

$$\text{Price under calculation} = 80 \left(1 - \frac{\text{Price under consideration} - \text{Lowest bid price}}{\text{Lowest bid price}} \right)$$

BBBEE evaluations will be conducted in accordance with the following table:

B-BBEE Status	Number of Points (80/20 system)
Level 1	20
Level 2	18
Level 3	12
Level 4	10
Level 5	8
Level 6	6
Level 7	4
Level 8	1
Non-compliant	0

5. DURATION OF ASSIGNMENT

5.1 The consultant will be hired for a period of six (6) months, starting with immediate effect in February 2022. During this period the consultant would be expected work maximum of 180 hours per month on this assignment.

5.2 The consultant is expected to be based at Beyond Zero in the Johannesburg office (Rivonia) and frequently travel to the Head Office in East London, Beyond Zero's offices in Bloemfontein and Polokwane and Beyond Zero's grant sub-recipients in respective provinces Beyond Zero will pay for all associated costs.



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6. COSTING MODULE:

6.1 Fee proposal Option 1 (Monthly Retainer Fee)

#	Description	Period	Retainer fee per months	Total Amount (R)
1	Social Media Consultant	6 Months	R	R
			Vat @ 15%	R
			Total Incl. VAT	R