



BeyondZero

a partner in public health transformation

Terms of Reference

| SUMMARY | |
|---|--|
| Title | Appointment of a Digital Media Consultant to provide consultancy work for a period of Twelve Months (12) months. |
| Reference | BZ-GF-RFQ-2023-10-04 |
| Description <i>(Summary for website - 100 words max)</i> | Beyond Zero seeks to appoint a suitable, qualified and experienced Digital Media Consultant to provide the consultancy work for Twelve (12) 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 | 20 October 2023 at 15h00 |



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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. As one of the 4 nominated Principal Recipient (PRs) in South Africa to lead and provide strategic management, oversight, monitoring, and evaluation on the implementation of the Global Fund grant for the period April 2022 until March 2025.
- 1.2. Beyond Zero is seeking services of a Digital Media Consultant to provide the consultancy work for a period of Twelve (12) months.

2. SCOPE OF WORK

2.1. The key objective of this assignment is for the consultant to create a wide range of visual content from web design to social media graphics, brochures, brand identity and digital campaigns and be 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.

2.1.1. **Digital Content Creation:** responsible for taking briefs from various programmes and generating original copy, this includes but not limited to:

- Apply web, UX and UI principles to ensure intuitive and seamless user experiences.
- Create visually appealing graphic content, illustrations, and infographics and maintain brand consistency across various platforms.
- Collaborate closely with the team to understand programme objectives and target audience.
- Conduct research and stay updated on industry trends and best practices to enhance design strategies.
- Present design concepts and ideas to team members, incorporating feedback for iterative improvements.
- Manage multiple projects simultaneously, ensuring timely delivery while maintaining a high standard of quality.



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- Image sourcing/creation relevant to brief/story for all materials.
- Design print materials such as for the IEC materials, posters, abstracts and supplements.
- Researching, conceptualizing, storyboarding ideas.
- Collaborating with the teams to develop visual concepts.
- Filming and editing visual content.

2.1.2. Community Management and 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.
- 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.
- 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.

2.1.3. Web Content Management and Maintenance

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



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2.1.4. 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 profile that demonstrate strong knowledge of digital marketing, branding and PR communications accompanied by the following:

- 3.1. Comprehensive profile/CV with two+ years of experience.
- 3.2. Rate card.
- 3.3. Display in depth knowledge and understanding of digital content creation across various platforms including but not limited to social media platforms, websites, print media and their respective audiences and how each platform can be deployed in different scenarios.
- 3.4. 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 process 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:** 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 3 years tertiary degree in marketing/digital marketing/Communications/Analytics. | |

4.2. STAGE 2: MANDATORY REQUIREMENTS

Table 2: Minimum Mandatory Qualification and Requirements

| Description | Comply/ Not Comply |
|---|--------------------|
| Two + years' experience in a similar role with social media platforms (Facebook, Twitter, Instagram, LinkedIn, Tik Tok, YouTube, Vlogs, etc.) | |
| Content Creation Experience | |



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| Description | Comply/ Not Comply |
|--|--------------------|
| 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. 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 evaluated 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:

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

Price evaluations will be conducted using the following formula:

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

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

BBEE 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 |



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| B-BBEE Status | Number of Points (80/20 system) |
|----------------------|--|
| Level 7 | 4 |
| Level 8 | 1 |
| Non-compliant | 0 |

5. DURATION OF ASSIGNMENT

5.1. The consultant will be hired for a period of twelve (12) months, starting with immediate effect in November 2023. During this period the consultant would be expected to work a 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.

6. COSTING MODEL

6.1. Fee proposal Option 1 (Monthly Retainer Fee)

| # | Description | Period | Retainer fee per months | Total Amount (R) |
|----------|--------------------------|---------------|--------------------------------|-------------------------|
| 1 | Digital Media Consultant | 12 Months | R | R |
| | | | Vat @ 15% | R |
| | | | Total Incl. VAT | R |