



BeyondZero

a partner in public health transformation

Terms of Reference

SUMMARY	
Title	Appointment of a Materials and Content Consultant to provide consultancy work for a period of Twelve Months (12) months.
Reference	BZ-GF-2023-10-03
Description <i>(Summary for website - 100 words max)</i>	Beyond Zero seeks to appoint a suitable, qualified, and experienced Materials and Content 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 the services of a Materials and Content Consultant to provide consultancy work for a period of Twelve (12) months.

2. SCOPE OF WORK

The key objective of this assignment is for the consultant to create, edit and publish a range of written and multimedia content, in line with relevant brand/programme goals, content strategies, tone of voice and style guidelines.

- Extract insights from data to prepare actionable content strategies.
- Developing content ideas and strategies in collaboration programmatic teams.
- Writing, editing, and proofreading original Information and education materials and online content.
- Execute creative briefs as required.
- Write copy for a variety of materials, ensuring consistency across all content.
- Manage design, approving layouts, flat planning and approval and signing off materials going to print.
- Ensure compliance with law in terms of copyright and data protection.
- Manager translation and proofing of IEC materials.
- Develop brand standards, style guidelines, and ensure maintenance of brand consistency across all materials.
- Develop a management system for the document resource centre to ensure maintenance and upkeep.
- Identify opportunities for repurposing, restructuring, or revising existing content, and identify resources for additional content needed.
- Manage the design and production of marketing collateral and distribution thereof.



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- Source and contract service providers and designers,
- Manager the delivery of materials produced and ensure its' appropriate storage and stock distribution is recorded.

3. Response Requirements

The service provider/consultant must provide a detailed profile that demonstrate strong knowledge of multimedia content development with specific focus on traditional media, brand brand/CI application and audience segmentation.

3.1. Comprehensive profile/CV with three+ years of experience.

3.2. Rate card.

3.3. Ability to write and produce across various forms of multimedia and experience working creatively with designers and developers to create infographics and other forms of content.

3.4. Excellent editing, typesetting and proofreading skills, with a strong typographic skill.

3.5. Experience carrying out information research, with ability to analyse information and summarise key facts.

3.6. Experience writing to tone of voice guidelines.

3.7. Experience of using content management systems.

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 tertiary degree in marketing/digital marketing/Communications.	

4.2. STAGE 2: MANDATORY REQUIREMENTS

Table 2: Minimum Mandatory Qualification and Requirements

Description	Comply/ Not Comply
Three+ years' experience in a similar role.	
Be a skilled user of design software such as Adobe Illustrator, Photoshop and InDesign	
Internet research, copy writing and editing	



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Description	Comply/ Not Comply
Exceptional grasp of the traditional media content creation	
Strong knowledge of digital marketing, branding and PR communications.	
Ability to write and produce across various forms of multimedia and experience working creatively with designers and developers to create infographics and other forms of content.	

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
Level 7	4



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B-BBEE Status	Number of Points (80/20 system)
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