

Terms of Reference

TORs for shortlisted Media Agencies undertaking Communications, Advertising and Production Services for HDIF on retainer basis

A. About HDIF

The Human Development Innovation Fund (HDIF) is a five-year programme funded by the United Kingdom Government and administered by Palladium. HDIF seeks to catalyse the development, testing and scaling of innovative models of service delivery, use of Information and Communication Technologies for Development (ICT4D) and product solutions in health, education and WASH (water, sanitation and hygiene). The intended impact of HDIF is improved human development outcomes for poor people in Tanzania, with a focus on non-state actors and the effective utilization of public private partnerships. HDIF works in close partnership with the Tanzania Commission for Science and Technology (COSTECH) to transform the innovation eco-system by providing technical assistance and promoting active knowledge sharing and management.

B. PROCUREMENT OF SERVICES

1. Objective

HDIF invites reputed and resourceful full-service Media Agencies to provide cool, efficient, cost effective communications, advertising and production services for HDIF on monthly retainer basis. **An estimated average of 9 working days of the organisation is required quarterly to provide media relations and strategic communications support.** Additional deliverables and outputs will be paid on a fee basis.

The purpose of this sought service is to provide the following:

- To position HDIF as a programme to seek **Inspiration** from. HDIF's grantees are inspiring, leading a new generation of Tanzanian innovators.
- To position HDIF as **Technical experts in Education, Health and WASH**. HDIF is a consortium of global experts in innovation Health, Education and WASH catalysing high quality, successful and scalable innovations.
- To increase visibility of HDIF as a programme that is **Tanzania and private sector focused**. HDIF diffuses human development innovations for Tanzania, that include innovations that harness digital technology and that aim to support women, girls and other marginalized groups.
- To nurture & enhance the profile of HDIF by **Connecting Tanzania**. HDIF targets global and regional innovation, connecting Tanzanian innovators with the global eco-system to respond to Tanzanian needs.
- To associate HDIF with **Inspiring new opportunities**. HDIF invests in innovations that create jobs, and build skills and employability amongst Tanzanian youth. Innovation drives the economic growth that is essential for human development. HDIF's grantees are inspiring, leading a new generation of Tanzanian innovators.

2. Services to be provided

Companies and Consortia shortlisted through the expression of interest letters are invited to tender to provide services indicatively listed below. Bids from consortiums are also welcome.

Through the quarterly retainer:

- Supporting HDIF to implement its communications strategy which includes but is not limited to the following:
 - Social media content management and advertising to grow our online presence with key audiences: development and posting of targeted content on HDIF's website, Facebook, Twitter and Instagram accounts aligned with HDIF's key messages and communications plan. (This will include working with the team to develop the social media plan).
 - Liaison on behalf of HDIF with various media publications such as newspapers, periodicals as well as electronic and online media for ensuring wider coverage of HDIF grantees through feature stories, documentaries etc.
 - Edit, revise or update content on HDIF website based on HDIF requirements. Provide constant web monitoring to ensure that the website is live and functioning (a host is not required).

Additional fee-based services may be required:

- Market and media intelligence, media monitoring on a quarterly basis.
- Produce professionally filmed interviews and images, edit short news packages and video news releases as well as other video products, sometimes with animated graphics which will be distributed by HDIF. Films are usually no more than 2 minutes in duration.
- Provide technical support on marketing collateral lay-out, design, editing and production e.g. banners, brochures, flyers, booklets, and other publications etc.
- Printing of banners, brochures, flyers, invitations, booklets, and other publications etc.
- Media liaison to ensure coverage in targeted media during HDIF events including the annual Innovation Week – a key event in HDIF's calendar – as well as 8-10 other HDIF events and press conferences during the year. Organizing and providing support on communications, logistics, branding, hiring equipment and ad-hoc support during innovation week and at events with a minimum of 200 people (approximately 3 a year).
At least one named key account manager must be designated in the bid to support HDIF on the retainer work and any deliverables.

3. Location and Duration

The contract will be awarded for 12 months, with the possibility of renewal for an additional 12 – 24 months. The majority of the work will be carried out in Dar es Salaam, Tanzania however some events may take place in Dodoma or up country.

4. Evaluation Criteria

Interested organizations should among other things cover details about major accounts handled, track record of the agency and key personnel. The bids will be evaluated based on criteria below:

Criteria	Benchmark
Organizational Profile (20%)	<ul style="list-style-type: none"> • A profile describing the nature of business and field of expertise. Maximum length two pages. • Business Licenses Registration Papers, Tax Payment Certification etc. • Documentary evidence in support of experience in the relevant work field. • Experience level and educational qualification on media and communication of the core management team and the key account manager. • Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing and market reputation.

	<ul style="list-style-type: none"> • In case of a consortium of organisations the planned arrangement of work must be described.
Strategic Thinking (30%)	<ul style="list-style-type: none"> • A maximum 3-page methodology demonstrating the following: <ul style="list-style-type: none"> ✓ Understanding the core values and goals of HDIF. ✓ Ability to articulate an understanding the core demographic of HDIF. ✓ Ability to synthesize HDIF's activities and goals for different audiences through different channels.
Technical Capacity (30%)	<p>A maximum 8-page portfolio demonstrating Proven experience and strong track record in the following:</p> <ul style="list-style-type: none"> ✓ Organizing and managing events with a minimum of 200 people. ✓ Managing social media for development or behaviour change programs, preferably understanding and targeting youth and young professionals in Tanzania. ✓ Communicating effectively with government, development partners and researchers ✓ Producing and publishing video products. Provide links to samples. ✓ Graphic design services for digital and print formats. ✓ Writing publications/reports, proofreading and editing. ✓ Media coverage of events ✓ Provide minimum of 3 clients detailing accomplished assignments within the past 3 years.
Value for Money (20%)	<p>Overall efficiency, effectiveness, and economy of the organization demonstrated through providing an indicative costing/budget in GBP for:</p> <ul style="list-style-type: none"> ✓ Quarterly retainer costs (9 days/quarter) ✓ Indicative pricing for printing, video content, media monitoring, technical support for design, media liaison

5. Selection Process

Once the submission date of the EOI has passed HDIF will evaluate all responses submitted. HDIF reserves the right to undertake a physical capacity assessment of the organizations during the course of the short-listing, if deemed necessary. Only success participants will be notified by email of the outcome of the evaluation. Any interviews undertaken will be at the HDIF office at the cost of the bidder. All costs of submission are born by the prospective supplier.

Incomplete bids that do not include all the documents outlined under the section titled 'Technical Capacity' will be disallowed.

Bids that are submitted after the deadline as indicated on page one will not be considered.

Based on the EOI evaluation, qualified organizations/companies will be pre-qualified and invited to participate in bidding in the full the Request for Proposal, in response to the Terms of Reference where they will further demonstrate, their understanding / awareness about HDIF and suggest a strategic approach for image building for HDIF.

6. Submission details

Shortlisted companies will be invited to submit their bids within two weeks of being notified of their selection.

Interested agencies may submit their applications along with their credentials in sealed envelopes (NEATLY WRITTEN IN CAPS "EOI FOR COMMUNICATIONS, ADVERTISING AND PRODUCTION SERVICES FOR HDIF ON MONTHLY RETAINER BASIS") to –

Director of Finance and Administration
The Human Development Innovation Fund (HDF)
TCRS Building, 2nd Floor
Mwai Kibaki Road/ Kiko Avenue, Mikocheni Area
Dar es Salaam, Tanzania
Tel/ Fax: +255 22 270 1542

Please arrange to submit your interest by 5.00 PM on 5 February, 2018. **The letters must be submitted in covers duly sealed.**