



in the footprints ...

NELSON MANDELA MUSEUM

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5 April 2023

**RFQ 4 of 2023: REQUEST FOR COMMISSIONING OF A SOCIAL MEDIA CONSULTANT
FOR THE NELSON MANDELA MUSEUM ELECTRONIC PAGES**

1. PURPOSE

To request the CEO to authorise the utilisation of services of a Social Media Consultant to help grow and effectively report on the performance of the Nelson Mandela Museum's social media channels.

2. INTRODUCTION

Over the years, electronic media has gradually improved and proven to be a valuable tool to connect and interact with diverse markets all over the world. Various methods of remaining relevant in the e-marketing space include but are not limited to social media and traditional media, and it becomes the primary source of information sharing and engaging one's audiences. Such advances made the obvious need to exploit media capture to analyse the views and needs of the museum's audience.

The Nelson Mandela Museum, as it is striving to be amongst the top players in the utilisation of social media tools and models, has to remain very relevant and that can be attained by utilising the media capturer.

3. WHY IS A SOCIAL MEDIA CONSULTANT?

The idea of a Social Media Consultant as part of a marketing strategy is certainly not novel; the rise of social media, media exposure and the use of the internet, in general, has given more people an opportunity to understand the museum's mandate and to be part of the museum's activities. The first step to connecting with these specialists has nothing to do with them. Posts from these consultants earn them a following of

people who begin to trust them fully. Social Media Specialists/Consultants are the people, brands, and personalities online that people grow to trust. They spark discussion and inspire action. Unlike advertisements that are designed to inform, the information that comes from these individuals is trusted by social media followers. It is also important to note the way in which they curate information.

However, the museum needs to be cautious when engaging a social media consultant; the person must be a person of good reputation and noble standards that might not jeopardise the reputation of the Nelson Mandela Museum.

4. JOBS OF A SOCIAL MEDIA CONSULTANT

As a Social Media Consultant at the Nelson Mandela Museum, one will get to work with our Public Engagement and Marketing Unit very closely with the PR Officer to help develop brand awareness about the museum through social media.

The following are the anticipated duties of the Consultant

- Write long and short social media messages that attract new users and engage current users.
- Develop content and constant uploads on our site
- Create a platform of participatory interaction with the museum audience
- Use data to analyze what is working, and what is not, and reinforce or refocus key messages accordingly
- Help convert our brand fans into loyal customers with engaging, responsive, responsible, surprising, and captivating social media interactions
- Utilize social space for advertising and marketing products and offering the museum

5. WHAT DOES A SOCIAL MEDIA CONSULTANT DO?

- A Social Media Specialist is responsible for creating and administering content on all social media platforms, such as Facebook, Instagram, YouTube and Twitter, to

build an audience and ensure customer engagement. The Specialist may also monitor site metrics, respond to reader comments, and oversee creative design.

- Understands the targeted audience for each social channel
- These specialists create content that resonates with the interests of the intended audience and is unique to the typical interactions of each channel.
- A Social Media Consultant understands social media metrics and can use the information to ensure the social media strategy is achieving its goals.
- Wears many hats; a Social Media Consultant may be responsible for developing strategy, community management, creative directing, copywriting, customer service, and analysing data.
- Must focus on the logistics of delivering content to various social media channels, such as managing a content calendar, writing copy, scheduling posts, etc.
- A Social Media Consultant wants to see a social-media channel grow, measured by the amount of content published, when and how people engage with the channel, which content gets the most interaction, and how users respond to any brand messages. If the content includes sales of products or services, then conversion rates are also important.

Above all, the social media consultant must be able to consistently advise on the performance either negative or positive of museum social media spaces and be able to advise on best trends and best practices to follow. He/she must be a reputation manager of the museum's social media spaces.

6. FUNCTIONALITY

- a) All bidder(s) are required to respond to the functionality evaluation criteria as indicated below.
- b) Only Bidder(s) that have met the Pre-qualification Criteria will be evaluated in for functionality.
- c) A bidder that scores less than 70 points for functionality will be regarded as non-responsive and will be disqualified.
- d) All bidder(s) who receive 70 points and above for functionality will further be evaluated on points for price and specific goals.

Reference letters in company letterhead of the similar task carried out for a company	8-10 recommendation letters in a company letterhead: 50	50
	6- 7 letters recommendation letters in a company letterhead: 30	
	3-5 recommendation letters: 20	
	1-2 letters recommendation letters: 10	
	0 letters: 0	
Qualifications and CVs	BTech/B Degree or National Diploma in Marketing and Communication = 25 points.	25
	Certification Social Media Communications or similar = 15 points	
	No submission = 0 points	
Social Media Following	Facebook, 250- 500k, Twitter 500k-1 Million Followers and Instagram 50k- 100k Followers: 25	25
	Facebook, 50- 249k, Twitter 250- 499k Followers and Instagram 5- 49k Followers: 15	
	Facebook, 20- 49k; Twitter 10k- 299K Followers and Instagram 1000- 4900 Followers: 5	
	Facebook 1- 19k; Twitter 5-9k Followers and Instagram 1- 900 Followers: 0	

7. APPLICABLE PREFERENCE POINT SYSTEM

(1) Points for this shall be awarded for:

- (a) Price; and
- (b) Specific Goals.

(c) Functionality/ methodology

(d) Where 80 points will be allocated for price and 20 points allocated for specific goals

(2) The following specific goals are applicable to all procurements of a transaction value above R2 000 and up to R50 000 000

- a. The NMM will utilize the following preference criteria;
 - i. service providers within the OR Tambo region & Eastern Cape
 - ii. Historically Disadvantaged Individuals (Women, Youth and People living with disabilities)
 - iii. SMMEs

Category		Sub-categories	Specific goals points	Verification documents
Local Supplier	5	OR Tambo supplier	5	CIPC Registration Certificate (CK) or Proof of residence
		Eastern Cape Supplier	4	
		Anywhere in South Africa	3	
		Non-South African	0	
Women-owned supplier	4	Black African Women	4	CIPC Registration
		Non-Black African Women	2	

				Certificate (CK) and CSD Report
Youth Owned Supplier	4	Youth Owned (< 35-year-old persons)	4	CIPC Registration
		Non-Youth Ownership (> 35-year-old persons)	2	Certificate (CK) and CSD Report
People living with disabilities	3	People living with disabilities	3	CSD Report
Small Micro, Medium & Enterprises	4	SME – Owned by people with disability	4	Sworn Affidavit (BBBEE Affidavit) CSD Report
		SME – Black owned	3	
		SME – Other		

8. QUOTATION SUBMISSIONS

All quotations must be submitted with the following documents:

1. Recent CSD registration report/MAAA number
2. Signed & completed SBD 1, SBD 4 & SBD 6.1 form (as attached)
3. BBBEE certificate / DTI sworn affidavit

All quotations and accompanying documents must be forwarded to:
supplychain@nelsonmandelamuseum.org.za

NO FAXED OR HAND-DELIVERED QUOTATIONS SHALL BE ACCEPTED.

Closing date for the submission of quotations is **14 April 2023** at 12H00.

All communications and enquiries/requests for clarification relating to this proposal should be directed to the contact person:

<i>For SCM & Compliance Enquiries</i>
Ms M Mputa
Tel: 047 501 9504
Email: <u>mihlali@nelsonmandelamuseum.org.za</u>
Supply Chain Specialist
<i>Technical Enquiries:</i>
Unathi Songca
Tel: 047 501 9510
Email: <u>unathi@nelsonmandelamuseum.org.za</u>
PR Officer

NB: The NMM reserves the right to amend, modify or withdraw this RFQ at any time, without prior notice and without liability to compensate and/or reimburse any party.



Dr Vuyani Boo

Chief Executive Officer