



Specifications for a service provider to implement a content development and knowledge transfer project Introduction and Rationale

HSRC researchers are recognising the growing need to establish, manage, and cultivate a public presence. This is crucial for forging partnerships and networks that will ensure the recognition of their work over the long term. Simultaneously, these researchers are being tasked with sharing their research findings. This not only showcases the impact of research funding but also facilitates the sharing of their insights with various societal stakeholders who can leverage or advance them.

However, the necessary skills and experience for these responsibilities are often lacking within the organisation. As a result, researchers frequently grapple with how to effectively juggle multiple communication demands while working with limited resources. By carefully aligning research goals with communication objectives, it's possible to create robust content pipelines that achieve both aims mentioned earlier. This involves positioning divisions/units/centres for meaningful engagement with key stakeholders and effectively sharing and disseminating knowledge outputs.

Proposed Methodology and Approach

The content development and knowledge transfer project will include three phases in a strategic communication cycle, namely; (1) strategic communication analysis of research outputs, (2) content development and implementation, and (3) dissemination and measurement of communications activity outcomes.

This will allow the organisation to immediately start benefiting from the existing work while refining the strategy for growing positive outcomes with selected research outputs. Through ongoing work and continual improvement, the excellent research outputs that the HSRC is producing can be leveraged to create immediate visibility, enable new partnerships, new insight, new outcomes and impacts, and more robust and sustainable organisational growth.

Standard Requirements:

- A minimum of 5 years' experience operating as a science communication company.
- A minimum of 5 years' experience for the lead facilitator/consultant.
- The project must be completed within 4 months.
- The bidder must have done similar work for at least three organisations in the past 5 years.
- The bidder must produce at least 3 letters from clients indicating successful delivery of similar projects/service in the past 5 years.
- The project team must have an extensive knowledge of social sciences research.

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1. Evaluation Criteria

Clear and detailed work plan outlining the following aspects of a knowledge transfer project:	
<p>1. Provide a detailed description of the project and how you will tackle the three project cycles, namely: (1) strategic communication analysis of research outputs, (2) content development and implementation, and (3) dissemination and measurement of communications activity outcomes</p> <ul style="list-style-type: none"> Poor = 5 points Fair = 10 points Good = 15 points Excellent = 20 points 	20
<p>2. Provide a comprehensive Project Management Plan with timelines around the three project cycles, namely: (1) strategic communication analysis of research outputs, (2) content development and implementation, and (3) dissemination and measurement of communications activity outcomes</p> <ul style="list-style-type: none"> Poor = 5 points Fair = 10 points Good = 15 points Excellent = 20 points 	20
<p>3. Propose a list of outputs from the project that the HSRC can use after the project and explain how they will be used</p> <p>Poor = 0 points Fair = 3 points Good = 6 points Excellent = 10 points</p>	10

<p>4. Include company profile indicating experience in undertaking similar work (Minimum of five years of experience)</p> <p>5 years = 5 points 6-8 years = 10 points 9+ years = 20 points</p>	20
<p>5. Letters of reference indicating similar scope of work done in corporates or Research / Government / Universities</p> <p>At least 3 letters detailing similar projects / services rendered in the past 5 years</p> <ul style="list-style-type: none"> Three (3) written reference letters highlighting the scope of work done similar to the project of this nature (20 points) Two (2) written reference letters highlighting the scope of work done similar to the project of this nature (15 points) One (1) written reference letters highlighting the scope of work done similar to the project of this nature (10 points) No reference letters or reference letters not meeting the criteria (0) 	20

6.Experience of the lead facilitator/consultant in providing similar service [CV/resumé to be provided – minimum 3 years’ experience	10
1-2 years’ experience = 0	
3-5 years’ experience = 6	
6-9 years’ experience = 8	
10+ years’ experience = 10	
Total	100

Minimum threshold required 70

You will be adjudicated based on the concept of how to undertake the work and how the project will be managed.

Closing Date: 6 February 2024 @ 16:00pm (Electronic submission via Email)

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