



K W A Z U L U - N A T A L  
**SHARKS BOARD**  
Maritime Centre of Excellence

## **SPECIFICATIONS FOR THE APPOINTMENT OF A REPUTATIONAL RISK MANAGEMENT, MEDIA SOCIAL MEDIA SERVICE PROVIDER**

### **1. Overview**

The KwaZulu-Natal Sharks Board (KZNSB) seeks to appoint a qualified, experienced, and well-connected services provider to deliver comprehensive Reputational Risk Management, Crisis Communication, Media Relations, and Social Media Strategy services to counter negative publicity and strengthen organisational perception.

The appointed service provider must demonstrate proven industry expertise, strong media relationships, strategic crisis communication capabilities, and the ability to deliver rapid, coordinated responses across traditional and digital platforms.

### **2. Scope of Work**

Conceptualise a strategy to address current challenges in the media and public domain that lobbyists are promoting and using that are incorrect and frame the organization in a negative and misinformed light.

- Sign up for ongoing media monitoring with a third-party supplier for the KZN Sharks Board, which will assist in identifying problematic content or crisis communication in the media and on certain social media platforms. This would be a separate cost.
- Creating and implementing a 12 - month PR Action Plan annually that will be reviewed and updated on an ongoing basis as WIP document to be executed monthly.
- Identifying key stakeholders we need to engage with to educate them as part of the 'Fact vs Fiction' campaign and try to onboard them as ambassadors to share/educate the public with correct facts and figures.
- Writing of a minimum of one press release and/or one thought leadership piece or advertorial, or social pics and captions per month.

Annually, over a 12 -month period, achieving a minimum total of four times the retainer amount AVE of coverage secured (based on the external media monitoring services reports) which equates to approximately R1.29 mil (for years one and two), OR on average three articles per month which over 12 months would equate to 36 articles in total.

- Conceptualizing and assisting with coordinating involvement with at least one event/exhibition/trade show per month or identifying one media placement opportunity.
- Coordinating one influencer campaign per month or identifying and facilitating one brand association opportunity per month.
- In person or virtual meeting with relevant KZN Sharks Board team once every 2 weeks that includes the monthly reporting session. This would involve the intended upskilling of existing internal KZN Sharks Board marketing staff by working with them regularly to align and collaborate in our efforts to position the organization in a positive light.

### **3. Duration of Contract**

The contract is expected to run for a period of 24 months.

### **4. End User**

The end- user and point of contact will be the AHOD Research, Professor Matt Dicken, and/or the AHOD Operations, Grayson Love in collaboration with Business Development Division.