



## **TERMS OF REFERENCE FOR THE APPOINTMENT A SERVICE PROVIDER TO SUPPORT THE MQA WITH PUBLIC RELATIONS SERVICES UTILISING MEDIA AND COMMUNICATION TOOLS AND PLATFORMS TO PLAN AND OVERSEE PUBLIC RELATIONS ACTIVITIES ENSURING EFFECTIVE COMMUNICATION WITH ALL MQA STAKEHOLDERS FOR A PERIOD OF THREE YEARS**

### **1. INTRODUCTION**

The Mining Qualification Authority (MQA) is a public entity established in terms of section 45 of the Mine Health and Safety Act No. 29 of 1996 (MHSA) and is a Sector Education and Training Authority (SETA) in terms of item 4A to the second schedule of the Skills Development Act, Act no. 97 of 1998 (SDA). The MQA is listed as a schedule 3(a) public entity in terms of the Public Finance Management, Act no. 1 of 1999 (PFMA) and has an Accounting Authority (the Board) that is constituted in terms of the MHSA, the SDA and its constitution.

The MQA is expected to inter alia respond to the National Development Plan (NDP) which aims to eliminate the historical and structural poverty, unemployment and reduce inequality by 2030. The NDP seeks to build the capacity of South African citizenry to ensure that South Africa has adequate, appropriate and high-quality skills for economic growth, employment and social development.

The National Skills Development Plan (NSDP) among others, responds to it by outlining outcomes to be met by various agencies through various interventions to increase access to high quality and relevant education and training and skills development opportunities, including workplace learning and experience, to enable effective participation in the economy and society by all South Africans and reduce inequalities.



## **2. PURPOSE AND RATIONALE OF THE REQUEST FOR PROPOSALS**

### **2.1 PURPOSE**

The objective of the request is to appoint a qualified service provider whose core competence is in the communication, public relations, brand management and marketing fields to support the MQA with the services of public relations. The Public Relations and Media Agency is to use all forms of media and communication to plan and oversee public relations activities and ensure effective communication with all MQA stakeholders, comprising internal and external stakeholders, the media, and the public.

### **2.2. RATIONALE FOR APPOINTING A PUBLIC RELATIONS AND MEDIA AGENCY**

The Customer Service and Communication Unit has limited resources and does not always interact with the media on a daily basis in order to build relationships with journalists. The benefits of appointing a public relations and media agency are to gain increased media attention because they engage on a full-time basis with the media and build ongoing relationships. Through the increased media attention, the MQA brand and reputation can be strengthened, and media crises can be managed. Increased publicity contributes to increased brand awareness. Public relations agencies often have expertise in crafting compelling stories, building relationships with journalists, and executing targeted communication campaigns. The service provider appointed will receive orientation on commencement of the project for greater understanding of the MQA and its services.

## **3. SCOPE OF WORK OF THE APPOINTED PUBLIC RELATIONS AND MEDIA AGENCY**

The service provider will be responsible to ensure that the services rendered are in accordance with the specifications and within the below prescribed scope of work:

### **3.1. ADVISORY ROLE**

- 3.1.1. Analyse and provide an advisory role on the current MQA's 2025-2030 Communication Strategy to ensure continuous improvement by the MQA.
- 3.1.2. Provide an advisory role to the MQA with regards to media and technological trends in the public relations and media space.
- 3.1.3. Mobilise knowledge on different modes and channels of communication to disseminate critical information in a timely manner.
- 3.1.4. Raise internal awareness of communications approaches, progress, and best practices.

## **3.2. PUBLIC RELATIONS AND MEDIA STRATEGY**

- 3.2.1. Aligning with the MQA's five-year Communication Strategy, develop and ensure approval of a Public Relations and Media Strategy over the three years of the contract.
- 3.2.2. Present the Public Relations and Media Strategy to the MQA Executives, Senior and Middle Management, Board and the organisation when required.
- 3.2.3. Ensure ongoing feedback and reporting on the Public Relations and Media Strategy.

## **3.3. COMMUNICATION BY THE SERVICE PROVIDER**

- 3.3.1. Ensure ongoing feedback and reporting on the Public Relations and Media Strategy
- 3.3.2. Maintain open communication with the MQA's senior management on all issues related to Public Relations and Media.

## **3.4. MEDIA LIAISON, COVERAGE, INTERVIEWS AND PLACEMENTS**

- 3.4.1 Collate and analyse media coverage of entities aligned to the MQA which include but are not limited to SETAs, the National Skills Authority, the Department of Higher Education and Training, the Department of Mineral and Petroleum Resources, etc.
- 3.4.2 Ensure sufficient media coverage and placement for the MQA, on all media platforms identified, and identify opportunities for the MQA. This could include but is not limited to print, online/digital, broadcast, platforms. etc.
- 3.4.3 Prepare and supervise the production of publicity generated on behalf of the MQA by your organisation such as brochures, handouts, direct mail leaflets, promotional videos, photographs, and multimedia programmes.
- 3.4.4 Produce and disseminate to the media various communication materials, including stories and news, outreach materials, briefings, articles, statements, speeches, opinion pieces, thought leadership pieces, factsheets, publicity materials, videos, media advisories, press releases, press/media kits, and write-ups about events, for different communication channels including websites, social media platforms, newsletters, intranet, the media, etc.
- 3.4.5 Develop a network / database of media practitioners, expand contacts with print, audio-visual, and social media outlets. This is to enhance coverage.
- 3.4.6 Respond to queries from the media and other external parties following approval by the MQA.
- 3.4.7 Ensure all proposed media schedules are validated and approved by the MQA.
- 3.4.8 Organise press/media conferences and media interviews for the MQA and its partners / topic experts on pertinent issues taking place in the media.

3.4.9 Ensure the MQAs successes including but not limited to beneficiary successes are well placed / positioned in the media.

### **3.5. PARTNERSHIP AND ADVERTISING OPPORTUNITIES**

3.5.1. Seek media placement opportunities for partnerships and sponsorships, regarding the following activities:

- a. Newspaper advertising
- b. Magazine advertising
- c. Electronic media advertising
- d. Participation in exhibitions and career information-sharing events
- e. Promotional activities
- f. Stakeholder management activities pertaining to skills development, mining and mineral sector, high schools, higher education institutions as well as the public service environment.

3.5.2. Place advertisements, advertorials and digital media placed at a cost to the appointed service provider, should be a maximum of eight (8) per annum targeted skills related supplements, magazines and national and regional newspaper advertisements per annum and during the period of the contract, initiated by the service provider or at the discretion of the MQA.

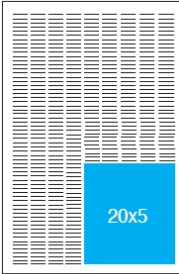
3.5.3. All advertisements / advertorials / digital media proposed to the MQA, should be specific to the mining and minerals sector, MQA learners, careers, matric, institutions on the Post-School Education and Training (PSET) system, etc.

3.5.4. Some examples of publications specific to the mining and minerals sector stakeholders include but are not limited to:

- SA Careers;
- Post Matric;
- Inside Education;
- Jewellex;
- SA Mining;
- Mining and Engineering News;

- Mining Indaba;
- Modern Mining;
- The Southern African Institute of Mining and Metallurgy (SAIMM) Journal;
- TVET College Times;
- Business Day;
- Mail & Guardian;
- Sunday Times;
- Star and Times Newspapers;
- Citizen;
- Black Business Quarterly, etc.

The size estimates of the adverts should be as follows for magazines and newspapers:

MAGAZINE SIZE ESTIMATES	NEWSPAPER SIZE ESTIMATES
A4 magazine half page	20x5 Newspaper Column 

The advertisements should be specific to the promotion of the MQA on topics such as learning programmes and interventions (events, launches, campaigns, programmes, etc), career guidance, MQA beneficiary promotions, MQA successes and general topics on skills development agreed to by the MQA.



### **3.6. POSSIBLE TOPICS COVERED IN THE MEDIA SHOULD BE SPECIFIC TO THE MQA'S STAKEHOLDERS ON ITS RELATED ACTIVITIES ON SOME OF THE FOLLOWING CHANNELS OF COMMUNICATION.**

#### **3.6.1. Social Media, Podcasting and Website Content Creation and Graphic Design**

3.6.1.1. Source and package content and ensure graphic design as and when required for social media, podcasting and the MQA website for the organisation.

3.6.1.2. Provide information and content including designed posters to be posted by the **MQA's dedicated** social media and website administrator(s) to ensure social media engagement with users on the MQA's social media sites that include but are not limited to the current MQA platforms such as:

- a. X (Twitter: MQA\_SA)
- b. Instagram: mqa\_sa
- c. YouTube: Mining Qualifications Authority
- d. Facebook: Mining Qualifications Authority
- e. LinkedIn: Mining Qualifications Authority
- f. TikTok: @mqa\_miningseta

Platforms used should not be limited and could include LinkedIn, TikTok, and other new social media platforms used for business promotion as and when new digital platforms are launched.

### **3.7. CONTENT DEVELOPMENT AND GRAPHIC DESIGN**

The content created should comprise **eight (8)** large campaigns and **twelve (12)** smaller campaigns per annum

Provide information and content including designed posters to be posted by the MQA dedicated podcast administrator(s), to advertise upcoming podcasts, for effective podcast participation and stakeholder viewing of MQA podcasts.

3.7.1. The content to be created by the agency will also include a range of campaigns, events, promotions, learning project specific activities, beneficiary successes and reputation management related including but not limited to:

- Reputation related issues in the media;
- WSP/ATR submission processes;

- Discretionary Grant submissions;
- Bursary application processes;
- Project specific signing ceremonies;
- MQA Campaign Launches;
- MQA Handover events such as start-up kits handovers;
- MQA Event such as the Annual General Meetings, Annual Consultative Conference, Mining Skills Lekgotla, and Unit specific conferences, annual International Literacy Day, Stakeholder Engagement Forums, etc.;
- Government and SETA Partnership events such as the NSA National Skills Conference, SETA Skills Summit;
- Beneficiary successes and profiling;
- Performance successes,
- MQA Staff events and celebrations, etc.

3.7.2. The MQA allocated resources will continue to post and manage the social media platforms agreed up and the public relations and media agency will create content and provide graphic design images to be posted by the MQA social media custodian.

3.7.3. Develop content and ensure graphic design for print and digital media, social media, podcasts and website, media articles, newspaper and magazine adverts, promotional articles, MQA success stories including beneficiary profiling, as well as MQA profiling including the profiling of senior MQA personnel.

### **3.8. ATTENDANCE AND ADVICE AT MQA EVENTS**

3.8.1. Provide an advisory role in the management of **eight (8)** MQA annual project specific corporate calendar events such as the **Annual Consultative Conference / Mining Skills Lekgotla and Annual General Meeting, Annual International Literacy Day, Annual Stakeholder Engagement Forums, Annual MQA Stakeholder Breakfasts, Annual Mining Indaba, World Skills Artisan Conference, State owned entity events under the DMPR**, including forming part of the organising committee to identify media opportunities, social media, podcasting and other promotional interventions.

**3.8.1.** Provide public relations support in promoting **five (5)** MQA's stakeholder engagement activities and other initiatives **annually** including profiling past and current beneficiaries of the MQA's learning and training programmes.

- 3.8.2. Ensure media coverage for key MQA events before, during and post events that include but are not limited to forums, knowledge sharing meetings, trainings, conferences, and special events.



### **3.9. REPORTING ON THREE-YEAR PUBLIC RELATIONS AND MEDIA STRATEGY**

- 3.9.1.** Report on a monthly basis on the accomplishments of the MQA's Public Relations and Media Strategy including media releases and articles published; magazine advertorials, presentations, advice on media trends, etc.
- 3.9.2.** Provide a monthly technical report on activities executed in line with the approved Public Relations and Media Strategy.
- 3.9.3.** Provide a detailed report on all ad hoc activities conducted by the MQA and which the agency has been part of.
- 3.9.4.** Submit monthly public relations activities schedules at the commencement of each month.
- 3.9.5.** The Public Relations Monthly Report should include amongst others:
  - 3.9.5.1. The analytical reports related to the outreach of the MQA's communication tools.
  - 3.9.5.2. The technical report on the activities performed by the public relations and media agency.
  - 3.9.5.3. The close-out consolidated media coverage and detailed brand assessment report to highlight the successes of the work executed by the public relations and media agency.
  - 3.9.5.4. The advisory service, guidance and support provided on planning and implementing internal and external communication efforts to strengthen public relations and raise the profile and visibility of the MQA in general.

### **3.10. PROFESSIONAL MEDIA AND SPOKESPERSONS TRAINING**

Provide professional media or any other training related to the promotion of the MQA, to MQA Board, Executives, Line Managers and Regional Managers. The media communications training provided should be in line with the Spokespersons Policy, which policy will be sent to the appointed service provider. The number of individuals to be trained include a maximum of fifty (50) individuals over the three years. The training should ensure that those trained are able to engage with the media on behalf of the MQA.

### **3.11. CONDUCT PRESENTATIONS**

Conduct presentations from time to time on work executed to the MQA and its stakeholders where required.

### **3.12 PARTICIPATION IN MQA ACTIVITIES TO ENHANCE SERVICES**

Ensure the allocation of resources to participate in key MQA strategic communication, public relations, marketing and other activities to ensure the public relations and media agency's knowledge base to enhance the services offered to the MQA.

### **3.13 MEDIA MONITORING**

The Public Relations and Media Agency must ensure that they use their own procured media monitoring services to advise the MQA on media published and to inform the detailed reports submitted to the MQA.

The MQA has its own procured media monitoring service independent of the one procured by the Public Relations and Media Agency.

## **4. PROJECT MANAGEMENT OF PUBLIC RELATIONS PROJECT**

- 4.1. The service provider must ensure that they are well resourced and must have the capacity to deliver on the specified terms of reference.
- 4.2. The resources appointed should be accessible for seamless service delivery and continuity on the project.
- 4.3. The service provider is required to secure the required resources as per the terms of reference, whether on a partnership basis, contract basis, part-time or existing staff basis, to ensure effective execution of the project over the three years.
- 4.4. Once appointments are made, the MQA will ensure effective induction of the appointed resources, whether full-time or part-time that will form part of the project. This will ensure continuity and a clear understanding of the MQA's operations and the Public Relations and Media issues on a day-to-day basis.
- 4.5. The appointed service provider shall report to the Customer Service and Communication Unit.

## **5. APPROPRIATE QUALIFICATIONS, EXPERIENCE, SKILLS AND KNOWLEDGE**

- 5.1 Project Team members who submit qualifications obtained from institutions outside South Africa must submit certificate of valuation from SAQA.
- 5.2 The MQA reserves the right to contact the provided reference clients via their provided contact details and should such reference clients not confirm the work and services as in the reference letter. The MQA shall consider such provided letter non-compliant.
- 5.3 The proposal must indicate the names of the persons or resources to be evaluated, failure to which will result in a score of zero (0) being awarded.
- 5.4 The CV must also indicate where the experience was acquired and certified copies of qualifications must be attached.

5.5 The qualifications certifying date stamp must be valid for 6 months prior to the closing date of this request for proposal.

## **6. DURATION OF THE CONTRACT**

6.1 The successful bidder will be appointed to render the requisite service portfolio for a maximum period of three (3) years from the date of appointment.

6.2 Work will start on signing the service provider contract.

6.3 Although the exact scheduling of inputs and allocation of days will be agreed to between the MQA and the consulting team, it is envisaged that the assignment will be carried out in four missions as outlined in Table 1.

## **7. BRIEFING SESSION**

7.1 A briefing session will be conducted for the Public Relations and media tender.

7.2 Although not compulsory, it will be in the best interest of the company to attend.



## **8. INTERGRITY AND CONFLICT OF INTEREST**

- 8.1. The service provider shall, always, exhibit the highest level of integrity in the performance of all professional assignments and will accept only assignments for which there is a reasonable expectation that the assignment will be completed with professional competence.
- 8.1. The successful service provider is required to conduct the assignment and compile the required monthly reports and or information with the utmost integrity and honesty and collect sufficient, appropriate evidence to ensure that the ultimate solution will assist the MQA to achieve its organisational goals and objectives.
- 8.2. The successful service provider is required to ensure a detailed close-out report at the conclusion of each project, and an annual consolidated and detailed report of all activities conducted.
- 8.3. The successful service provider is required to ensure a detailed close-out report at the conclusion of the three-year period that includes recommendations for the MQA for continuous improvement.

## **9. PROJECT PROPOSAL**

The successful bidder will be required to submit the following:

- a. A short profile of the bidder.
- b. All the documents required as per the evaluation criteria.
- c. Details of the cost/fee breakdown for the services to be rendered.

## **10. PROJECT PLAN**

- 10.1. The service provider must submit a comprehensive project outline with deliverables and milestones for consideration and approval by the MQA. The project should be implemented as per scope and definition of work of this TORs or specification
- 10.2. The successful bidder must submit a project execution plan with deliverables and timelines which the prospective service provider deems suitable for the delivery of the proposed project.
- 10.3. The MQA will consider and approve of the project plan before commencement of the project.

## 11. PROJECT PRICING

11.1. The amount quoted must be denominated in South African Rand, and should include VAT

11.2. The quoted price should be itemised as per the scope of work.

11.3. The MQA may subject the award of the proposal to price negotiation with the preferred service provider. This will, however, be exercised subject to the following principles.

11.3.1. Negotiation may not allow any preferred service provider a second or unfair opportunity.

11.3.2. Is not detriment of any other prominent service provider; and

11.3.3. Does not lead to higher price than the proposal as submitted.

## 12. EVALUATION CRITERIA

Proposals for the appointment of the service provider will be evaluated in three (3) phases.

The first phase will be compliance, the second phase will be mandatory requirements, the third phase will be functionality, and the fourth phase will be pricing and specific goals in accordance with the Supply Chain Management Procurement policies (Preferential Point System). A bidder will only go to the next phase of evaluation if they have met the requirements of the previous phase of evaluation.

### 12.1 PHASE ONE (1): COMPLIANCE

#### RETURNABLE DOCUMENTS TO BE SUBMITTED

12.1.1. Proof of registration on Central Supplier Database System (CSD).

12.1.2. Valid Tax Clearance Certificate

12.1.3. B-BBEE Certificate of Measured Entity (if no certificate is received, a score of zero will be allocated for evaluation purposes).

12.1.4. SBD 1: Invitation to Bid fully completed and appropriately signed.

12.1.5. SBD 3.3: Pricing fully completed and appropriately signed.

12.1.6. SBD 4: Declaration of Interests Form fully completed and appropriately signed.

12.1.7. SBD 6.1: Preference Points Claim Form fully completed and appropriately signed.

**NB: Prospective Service providers who fail to submit the above documents will be disqualified and will not be evaluated further, however, to the extent that the applicable laws and regulations permit, Prospective Service provider will be contacted to address outstanding information within seven (7) working days after the closing date as determined by the MQA. The request for such outstanding information will not be information that affects the substance of the proposal or that gives a Prospective Service provider unfair advantage to the other bidders.**

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## 12.2. PHASE TWO (2) FUNCTIONALITY

The proposal will be evaluated on a five-point scale as follows:

0 = Required documents not submitted.

1 = Poor, does not meet criteria.

2 = Fair, less than acceptable. Not sufficient for performance requirements.

3 = Satisfactory, adequate for the performance requirements.

4 = Very good, above the average compliance to the requirement.

5 = Excellent, exceptional mastery of the requirement

KPA	ELEMENT	WEIGHT	Scoring Matrix
KPA	FUNCTIONAL	100	
<b>Reference Letters</b> Minimum of three (3) reference letters detailing professional experience in conducting public relations activities. (A template will be provided)	Provide a minimum of three (3) reference letters. For the reference letter to comply it must comply with the following: <ul style="list-style-type: none"> <li>• Be on the client letter head, signed by relevant officials, dated, contactable (email/phone numbers), work done within 5 (five) years prior to closing date of this request for proposal.</li> <li>• Detailing the comprehensive public relations activities that were undertaken for the client.</li> <li>• The reference letter must indicate that the work was executed successfully, or client is happy to recommend the</li> </ul>	<b>30</b>	0 = No compliant reference letter submitted.  1 = One (1) compliant reference letter from different clients submitted for providing public relations services within the five-year period prior to the submission of a quotation to the MQA.  2 = Two (2) compliant reference letters from different clients submitted for providing public relations services within the five-year period prior to the submission of a quotation to the MQA  3 = Three (3) compliant reference letters from different clients submitted for providing public relations services within the five-year period prior to the submission of a quotation to the MQA.  4 = Four (4) compliant reference letters from different clients

	<p>service provider. The letters must be from different clients.</p>		<p>submitted for providing public relations services within the five-year period prior to the submission of a quotation to the MQA.</p> <p>5 = Five (5) or more compliant reference letters from different clients submitted for providing public relations services within the five-year period prior to the submission of a quotation to the MQA.</p>
<p><b>Company profile</b> as a public relations and media company.</p> <p><b>GUIDELINES FOR THE COMPANY PROFILE:</b></p> <p>The contents of the company profile must include amongst others the following information:</p> <ul style="list-style-type: none"> <li>• Company Background;</li> <li>• Company products and services;</li> <li>• Vision, mission and values;</li> <li>• Employee demographics in terms of province located;</li> </ul>	<p>Submit a detailed company profile detailing experience in line with the guidelines provided to provide Public Relations Services for different clients, including analysing the results of public relations activities and submitting a report to the clients over a period of five (5) years.</p>	<p><b>20</b></p>	<p>0 = Company profile not submitted.</p> <p>1 = Company profile submitted detailing one (1) month to less than one year experience as a public relations company to provide public relations services for different clients, including analysing the results of public relations activities and submitting a report to the clients.</p> <p>2 = Company profile submitted detailing two (2) to four (4) years' experience as a public relations company to provide public relations services for different clients, including analysing the results of public relations activities and submitting a report to the clients.</p> <p>3 = Company profile submitted detailing five (5) years' experience as a public relations company to provide public relations services for different clients, including analysing</p>



<ul style="list-style-type: none"> <li>• Organogram and staff compliment;</li> <li>• Client list;</li> <li>• Customer testimonials/ reference letters;</li> <li>• Financial Information;</li> <li>• Partnerships such as a media monitoring service agreements;</li> <li>• Contact Details namely offices and where the company is located.</li> </ul>			<p>the results of public relations activities and submitting a report to the clients.</p> <p>4 = Company profile submitted detailing six (6) to seven (7) years' experience as a public relations company to provide public relations services for different clients, including analysing the results of public relations activities and submitting a report to the clients.</p> <p>5 = Company profile submitted detailing eight (8) years or more experience as a public relations company to provide public relations services for different clients, including analysing the results of public relations activities and submitting a report to the clients.</p>
<p><b>Experience (Account Manager)</b></p> <p>Demonstrate based on the experience, the capacity and expertise of the senior personnel that will be project managing the public relations services of the MQA.</p>	<p>Provide curriculum vitae (CV) of two (2) Account Manager with a minimum of five (5) years' experience in project managing the public relations activities for a client as well as proven experience in working on public relations campaigns or projects.</p>	<p><b>10</b></p>	<p>0 = No compliant CV submitted.</p> <p>1 = A compliant CV has been submitted with one (1) year relevant experience.</p> <p>2 = A compliant CV has been submitted with three (3) to four (4) years relevant experience.</p> <p>3= A compliant CV has been submitted with five (5) years relevant experience with CV's of two (2) personnel.</p>

			<p>4 = A compliant CV has been submitted with six (6) to seven (7) years relevant experience with CV's of three (3) personnel.</p> <p>5 = A compliant CV has been provided of a qualified individual with eight (8) or more years plus relevant experience with CV's of three (3) or more personnel.</p>
<p><b>Qualifications (Account Manager)</b></p> <p>Ensure compliance and evidence of qualifications for the delivery of public relations activities of the MQA.</p>	<p>Provide certified certificate/s of the Account Manager in the relevant bachelor's degree (in public relations, communications, or journalism at NQF Level 8)</p>	<b>10</b>	<p>0 = No compliant certified certificates submitted.</p> <p>1 = A compliant certified Certificate in a relevant field pitched below the NQF Level 5)</p> <p>2 = A compliant certified certificate/s in a relevant Diploma (in public relations, communications, or journalism pitched below the NQF Level 6)</p> <p>3= A compliant certified certificate/s in a relevant Bachelor's degree (in public relations, communications, or journalism at NQF Level 7) with registration in at least one professional body</p> <p>4 = A compliant certified certificate/s in a relevant Bachelor and Honours Degree (in public relations, communications, or journalism at NQF Level 8 and</p>

			<p>above) with registration in two professional body</p> <p>5 = A compliant certified certificate/s in a relevant Bachelor, and Honours degree (in public relations, communications, or journalism at NQF Level 8 and above), and the individual has professional registration with and has submitted a certificate from an accredited professional body with registrations above two professional bodies. Communication organisation such as: the Public Relations Institute of Southern Africa (PRISA); the Southern African Communications Industries Association (SACIA); the Association for Communication and Advertising South Africa (ACASA); the South African Communications Association (SACOMM).</p>
<p><b>Experience (Junior Account Manager)</b></p> <p>Demonstrate based on the experience, the capacity and expertise of the junior personnel that will be working on the public relations activities of the MQA.</p>	<p>Provide a curriculum vitae (CV) of the Junior Account Manager with a minimum of three (3) years' experience in working on public relations projects for a client and working on public relations campaigns or projects.</p>	<p><b>10</b></p>	<p>0= No compliant CV submitted.</p> <p>1 = A compliant CV has been submitted with one (1) year relevant experience.</p> <p>2 = A compliant CV has been submitted with two (2) years relevant experience.</p> <p>3= A compliant CV has been submitted with three (3) years</p>

			<p>relevant experience with CV's of two (2) personnel.</p> <p>4 = A compliant CV has been submitted with four (4) years relevant experience with CV's of three (3) personnel.</p> <p>5 = A compliant CV has been submitted with five (5) years or more relevant experience with CV's of three (3) or more personnel.</p>
<p><b>Qualifications (Junior Account Manager)</b></p> <p>Ensure compliance and evidence of qualifications for the delivery of public relations activities of the MQA.</p>	<p>Provide certified certificate/s of two (2) Junior Account Manager with the relevant Diploma / bachelor's degree (in public relations, communications, or journalism at NQF Level 7).</p>	<b>10</b>	<p>0= No compliant CV submitted</p> <p>1 = A compliant certified Certificate in a relevant field pitched at NQF Level 5</p> <p>2 = A compliant certified certificate/s in a relevant Diploma (in public relations, communications, or journalism pitched below the NQF Level 6)</p> <p>3= A compliant certified certificate/s in a relevant Bachelor's degree (in public relations, communications, or journalism pitched at NQF Level 7).</p> <p>4 = A compliant certified certificate/s in a relevant Bachelor / Honours Degree (in public relations, communications, or journalism pitched above the NQF Level 8).</p> <p>5 = A compliant certified certificate/s in a relevant Bachelor / Honours Degree (in public relations, communications, or journalism</p>

			pitched above NQF Level 8) and the individual has professional registration with any of the recognised professional bodies such as PRISA; SACIA; ACASA; or SACOMM.
<b>Project plan:</b> Provide an example of a minimum of one (1) example of a project plan	Provide an example of a project plan that was developed to provide public relations services on behalf of a client.  The project plan must detail the process to provide public relations services on behalf of a client from the commencement of the project to its conclusion, with clear time frames and human resources involved.	<b>10</b>	0 = No project plan submitted.  1 = Example of project plan for a previous client submitted, excluding confidential information, to provide public relations services on behalf of a client.  2 = Example of a project plan for a previous client submitted, excluding confidential information, to provide public relations services on behalf of a client.  3 = Example of a project plan for a previous client submitted detailing clear tasks, resources, and timeframes, excluding confidential information, to provide public relations services on behalf of a client.  4 = Example of a project plan for a previous client submitted detailing clear tasks, resources, timeframes and the identification of possible risks, excluding confidential information, to provide public relations services on behalf of a client.  5 = Example of a project plan for a previous client submitted detailing

			clear tasks, resources, reputation management strategy, timeframes and the identification of possible risks, excluding confidential information, to provide public relations services on behalf of a client.
<b>Total</b>		<b>100</b>	



All service providers who will score less than 70 out of 100 points for functionality will not be considered further and will be regarded as having submitted a non-responsive proposal.

### 12.3. PHASE THREE (3): PRICING AND SPECIFIC GOALS

During the third phase proposals will be evaluated using the 80/20 preference points system in accordance with the PPPFA guidelines. Based on this system the points will be allocated as follows:

Criteria	Points
Price	80
Specific goals	20

Specific goals Points will be awarded to a bidder in accordance with the table below:

PREFERENCE GOAL	80/20	Documents for verification
<b>GOAL 1 – B-BBEE Status</b>		
<b>Level of Contributor</b>	<b>15</b>	
<b>Maximum Points</b>		
1	15	B-BBEE Certificate/Sworn Affidavit
2	14	B-BBEE Certificate/Sworn Affidavit
3	10	B-BBEE Certificate/Sworn Affidavit
4	8	B-BBEE Certificate/Sworn Affidavit
5	6	B-BBEE Certificate/Sworn Affidavit
6	5	B-BBEE Certificate/Sworn Affidavit
7	4	B-BBEE Certificate/Sworn Affidavit
8	2	B-BBEE Certificate/Sworn Affidavit
Non-compliant contributor	0	

GOAL 2 – Promotion of Black Woman/Youth/Disable/Rural Area	5	Documents for verification
<b>Maximum Points</b>		
Business owned by equal to or more than 50% black people who are woman	2	B-BBEE Certificate/Sworn Affidavit
Business owned by equal to or more than 50% black people who are youth	1	B-BBEE Certificate/Sworn Affidavit

Business owned by equal to or more than 50% black people with disability	1	B-BBEE Certificate/Sworn Affidavit
Business owned by equal to or more than 50% black people living in rural areas	1	B-BBEE Certificate/Sworn Affidavit

Service Providers must submit original and valid B-BBEE Status Level Verification Certificate or certified copies thereof, issued by accredited Verification Agencies by SANAS or Registered Auditor approved by the Independent Regulatory Board of Auditors (IRBA), together with their bids, to substantiate their B-BBEE claims.

Exempted Micro Enterprise must submit a letter from the Accounting Officer who is appointed in terms of the Close Corporation Act.

Service Providers who do not submit B-BBEE Status Level Verification Certificate or Sworn Affidavit are non-compliant contributors to be B-BBEE and do not qualify for preference points for specific goals.

The MQA is an equal opportunity and affirmative action employer. It shows the same commitment to those who wish to provide services to the MQA via the procurement process. It should be noted that regard will be given to those proposals from persons or companies which were previously disadvantaged, or which show evidence of skills transfer and representativeness.

This does not preclude the formation of consortiums or the inclusion of proposals on how this project can be used to further the aims of transformation.

**13. TERMS AND CONDITIONS OF THE BID**

- 13.1. Awarding of this contract will be subject to the service provider's acceptance of the Supply Chain Management's general conditions of contract.
- 13.2. The MQA reserves the right to terminate the contract if there is clear evidence of non-performance and or poor quality of work.
- 13.3. The MQA may at its sole discretion, award an assignment or any part thereof to more than one bidder (s).
- 13.4. Payment will only be made for acceptable work completed and timeously delivered.
- 13.5. The MQA may undertake due diligence to qualifying service provider to ascertain functionality.
- 13.6. The Mining Qualifications Authority reserves the right not to award the bid to service providers.



13.7. Any suggestions during the progress meetings, once accepted by both parties, shall form part of the contract.

13.8. The service provider should be available in Gauteng at their own costs as and when required.

#### 14. TECHNICAL ENQUIRIES

Name and Surname: Amanda Masilo

Email address: AmandaM@mqa.org.za

Contact details: 011 547 2616

Name and Surname: Tsholo Dilape

Email address: TsholoD@mqa.org.za

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**TERMS OF REFERENCE FOR THE APPOINTMENT OF A SERVICE PROVIDER TO SUPPORT THE MQA WITH PUBLIC RELATIONS SERVICES UTILISING MEDIA AND COMMUNICATION TOOLS AND PLATFORMS TO PLAN AND OVERSEE PUBLIC RELATIONS ACTIVITIES ENSURING EFFECTIVE COMMUNICATION WITH ALL MQA STAKEHOLDERS**

**APPROVALS**

**TERMS OF REFERENCE FOR THE APPOINTMENT OF A SERVICE PROVIDER TO SUPPORT THE MQA WITH PUBLIC RELATIONS SERVICES UTILISING MEDIA AND COMMUNICATION TOOLS AND PLATFORMS TO PLAN AND OVERSEE PUBLIC RELATIONS ACTIVITIES ENSURING EFFECTIVE COMMUNICATION WITH ALL MQA STAKEHOLDERS**

**APPROVALS:**

