



RFQ NUMBER	SACNASP05/2025
RFQ DESCRIPTION	APPOINTMENT OF A SERVICE PROVIDER FOR THE PROVISION OF PUBLIC RELATIONS, MARKETING & COMMUNICATIONS SERVICES FOR A PERIOD OF 24 MONTHS
RFQ ISSUE DATE	06 MAY 2025
BRIEFING SESSION	NONE
CLOSING DATE & TIME	23 MAY 2025 AT 11H00 (LATE SUBMISSIONS WILL NOT BE ACCEPTED)
SUBMISSIONS	ALL SUBMISSIONS SHOULD BE EMAILED TO: scm@sacnasp.org.za (PLEASE USE RFQ NO AND RFQ DESCRIPTION AS SUBJECT REFERENCE)

1. INTRODUCTION

The South African Council for Natural Scientific Professions (SACNASP), an entity of the Department of Science, Technology and Innovation (DSTI), is the registration and regulatory authority for the natural scientific profession in South Africa. SACNASP was established in terms of the Natural Scientific Professions Act (Act No. 27 of 2003) as amended by the Science and Technology Laws Amendment Act (Act No. 7 of 2014). SACNASP seeks to strengthen brand positioning, enhance stakeholder engagement, and drive membership growth through integrated Marketing, Communications and Public Relations, efforts aimed at improving visibility, brand perception, and overall strategic communication.

2. PURPOSE

To appoint a reputable service provider to deliver Marketing, Communications and Public Relations, and Social Media Management services for a period of 24 months.

3. SCOPE OF WORK

3.1. Public Relations

The service provider will be responsible for:

- Developing and executing a fully integrated Public Relations (PR) strategy aligned with SACNASP's goals.
- Developing and implementing a crisis communications plan to mitigate reputational damage during unexpected events or situations.
- Preparing quarterly press releases and opinion pieces to strengthen SACNASP's thought leadership and public presence. This will be complemented by the development of ad hoc communication materials, including speeches, statements, briefing notes, and other written content designed to support SACNASP's leadership and key stakeholder engagements.
- Coordinating and securing media interviews with relevant print, online, and broadcast outlets, when required.
- A key focus of the engagement is to increase SACNASP's presence across all digital platforms, ensuring consistent media exposure and strengthening the Council's public profile.
- Compiling monthly media clippings and coverage reports, encompassing print, broadcast, and online mentions. These reports must include a comprehensive analysis to assess the effectiveness and reach of SACNASP's PR initiatives.

3.2. Marketing and Communication

The service provider will be responsible for:

- Developing an integrated communication and marketing strategy.
- Designing and executing integrated marketing campaigns to lead the development of digital content and strategies, including SEO, social media, and newsletters, to enhance SACNASP's visibility, engagement, and stakeholder reach.
- Conducting a market research survey to assess stakeholder perceptions and interactions with the SACNASP brand, with the aim of gaining insights into brand awareness, reputation, and overall stakeholder engagement.

3.3. Social media management

The service provider will be responsible for:

- Drafting a comprehensive social media strategy that aligns with SACNASP's mission and public mandate. This strategy should clearly define key messaging pillars, target audience segments, and thematic focus areas. It should also include the development of a structured content calendar to guide the planning, creation, and distribution of content across digital channels, ensuring consistency, relevance, and strategic impact.
- Planning, implementing, and managing paid social media campaigns to increase

SACNASP's reach and engagement. Campaigns should be tailored to the appropriate platforms, such as Facebook, LinkedIn and X (Twitter) and must include precise audience targeting, creative development, performance tracking, and ongoing optimisation.

- Establishing and managing an Instagram, and TikTok page for SACNASP.
- Developing a crisis communications plan, specifically designed for social media platforms. The plan should address the management of misinformation, negative sentiment, and potential reputation risks.
- Identifying and engaging subject matter experts and thought leaders within SACNASP's relevant scientific domains. These partnerships should be leveraged to amplify SACNASP's messaging, drive awareness, and enhance sector-specific advocacy efforts.
- Comprehensive social media monitoring to track public perception, identify engagement opportunities, and stay ahead of emerging issues. Daily monitoring for mentions of SACNASP, its programmes, and sector-relevant keywords will form the basis for periodic insights and data-driven strategy refinement.
- Managing SACNASP's social media channels on an ongoing basis. This includes weekly content preparation, visual graphic design, post scheduling, platform maintenance, and community management. Queries and comments received through social media must be responded to promptly and professionally, in alignment with SACNASP's communications protocols.
- Creating an engaging, platform-specific content, including video content for TikTok and other youth-focused platforms, to connect with broader and younger audiences.
- Conducting an ongoing social media analytics and reporting, measuring performance using metrics such as engagement, reach, impressions, and sentiment. Monthly reports must be submitted, offering insights into effectiveness, areas for improvement, and recommendations for future strategic direction.
- Maximising visibility and engagement, the social media team will be expected to actively engage in SACNASP's virtual and in-person events by providing live coverage across various platforms. This includes posting real-time updates, photos, videos, and interacting with both attendees and online audiences to increase reach, and boost engagement.

3.4. Content Development and Production

The service provider will be responsible for:

- Conceptualising and producing high-quality audio-visual material (videos, photography, radio/TV content).
- Providing support for SACNASP events and campaigns with digital and print content.
- Ensuring content is inclusive, accessible, and aligned with SACNASP's values and tone.

3.5. Capacity Building and Mentorship

The appointed service provider must implement a structured capacity building and mentorship programme aimed at strengthening SACNASP's internal communications capabilities over the 24-month contract period. The service provider will be responsible for:

- Training of the appointed PR intern, working closely on deliverables to build hands-on, practical expertise.
- Scheduled knowledge-sharing sessions, to be held quarterly, covering topics such as campaign planning, media engagement, crisis communication, content strategy, and digital media tools.
- Provision of templates, guidelines, and communication toolkits for internal use, ensuring that SACNASP retains institutional knowledge beyond the contract period.
- Shadowing and active participation of the intern in client meetings, media briefings, event coverage, and content development processes.
- Final skills transfer report detailing areas of knowledge imparted, competencies developed, and recommendations for continued in-house communications strengthening.

4. REQUIREMENTS FOR RFQ

4.1. STAGE 1: MANDATORY REQUIREMENTS

Service providers who fail to meet the mandatory administrative requirements will be disqualified and excluded from further evaluation. Only responses that comply fully with all the listed administrative requirements will proceed to the next stage of technical/functional evaluation. Service Providers **must** submit the following documents:

- Proof of registration on the Centralised Supplier Database held by the National Treasury.
- An original SARS tax clearance certificate.
- An original or certified copy of the B-BBEE Certificate or an original affidavit signed by a Commissioner of Oaths about the B-BBEE status.
- Standard Bidding Document (SBD) 4 – Declaration of interest.

- SBD 6.1 – Preference points claim form in terms of the Preferential Procurement Regulation 2017.
- SBD 8 – Declaration of bidder's past supply chain management practices.
- SBD 9 – Certificate of independent bid determination.
- Quotations must reflect the cost breakdown where applicable. Prices quoted must be inclusive of VAT.
- The Marketing and Communication agencies must be registered with the Public Relations Institute of South Africa (PRISA) and the Association for Communication and Advertising (ACA)

Only bidders that comply with ALL the criteria set on Phase 1 below will proceed to Technical/Functional Assessment (Phase 2).

STAGE 2: TECHNICAL/FUNCTIONALITY ASSESSMENT

Only service provide (s) who met and/or exceeded the 75% minimum threshold points on Phase 2 below will proceed to Price and Preference Points Evaluation. (Phase 3).

Criteria	Details	Score
EXPERIENCE The service provider must submit a company profile indicating the number of years in the industry and demonstrate relevant experience in executing functions across the following key areas: <ul style="list-style-type: none"> • Public Relations • Marketing & Communications • Social Media management • Stakeholder Engagement • Graphic designing 	Proven experience in relevant functional areas will be evaluated as follows: <ul style="list-style-type: none"> • 10+ years of relevant experience = 20 • 7 to 9 years of relevant experience = 15 • 5 to 6 years of relevant experience = 10 • Less than 5 years of relevant experience = 0 	20
REFERENCES Provide reference letters from previous clients within both public and private sectors. Include a list in table format which sectors you have worked with. The provided letters (on the client's letterhead) must be signed and the referee contactable. SACNASP will conduct extensive reference checks.	<ul style="list-style-type: none"> • 5 and above reference letters = 20 • 3-4 reference letters = 15 • 1-3 reference total = 10 • 0 reference letters = 0 	20

<p><i>Only reference letters from clients where similar work have been completed successfully will be considered.</i></p>		
<p>UNDERSTANDING OF SCOPE</p> <p>Provide a clear explanation demonstrating an understanding of the scope of work as outlined in the Terms of Reference, without repeating or paraphrasing its content.</p> <p>Service providers must demonstrate a clear understanding of SACNASP's communication needs, provide an integrated strategy for PR, digital, and social media functions, show insight into the organisation's environment, outline a practical skills transfer plan, and present a detailed delivery approach with timelines, tools, and value-added elements.</p>	<ul style="list-style-type: none"> • The response provides a comprehensive, well-thought-out, and innovative approach that exceeds expectations = 20 • The response demonstrates a sound understanding of the scope and requirements. The proposed approach is clear, well-structured, and appropriately aligned with SACNASP's objectives = 15 • The response addresses the basic requirements but lacks depth or specificity. While some relevant information is provided, the approach may be vague or insufficiently tailored to SACNASP's needs = 10 • The response shows little to no understanding of the requirements. It lacks detail, fails to address key elements, or provides a generic or unclear approach = 0 	30
<p>TEAM COMPOSITION</p> <p>Outline key resources to be allocated for successful delivery, the service provider is required to submit profiles outlining the team's expertise in each of the areas listed below, including the number of years of experience:</p> <ul style="list-style-type: none"> • Brand Strategist • Communications and Marketing Specialist • Digital and Social Media Specialist • Content and Copywriter • Graphic Designer 	<ul style="list-style-type: none"> • Submitted all relevant CV's/profiles required with more than 3 years' experience in the relevant field = 20 • Submitted 4 of 5 CV's/profiles required with more than 3 years' experience in the relevant field = 15 • Submitted 3 of 5 CV's/profiles required with more than 3 years' experience in the relevant field = 10 • Submitted 2 of 5 CV's/profiles required with more than 3 years' experience in the relevant field = 5 • No technical team CV's/profiles submitted = 0 	30
<p>Total possible score</p>		100

STAGE 3: EVALUATION CRITERIA

Formal quotations will be evaluated and adjudicated in terms of the 80/20 Preference Point System for Price and B-BBEE prescribed by the Preferential Procurement Policy Framework Act 2017 Regulations. SACNASP reserves the right to award this tender to a bidder that did not score the highest total number of points in accordance with Section (2) (1) (f) of the PPPFA (Act 5 of 2000).

Table 1. Price and B-BBEE

Criteria	Sub-criteria	Weighting/points
Price	Detailed budget breakdown	80
B-BBEE (Status Level Verification Certificate)	B-BBEE Level Contributor	20
Total		100

Service providers who achieve a minimum technical/functionality evaluation score of 75% in Stage 2 may be invited to participate in the second assessment phase, a skills assessment and interview session. This stage will be conducted at the SACNASP offices at the Innovation Hub, Pretoria, and will be initiated based on the overall quality of bids received. During this session, service providers will be evaluated on the following competencies:

- Demonstrated understanding of the full scope of services
- Proven experience in staff management and working effectively with diverse teams

To advance to the final stage of the evaluation process, service providers must receive an overall “Satisfactory” rating from the SACNASP evaluation panel.

5. SUBMISSION OF QUOTATIONS

All technical enquiries should be sent in writing, to the specified person below:

Contact Person : Dr Matshidiso Matabane
Designation : Science Communications
E-mail : mbmatabane@sacnasp.org.za

All submissions should be sent to scm@sacnasp.org.za

All submissions should be in PDF format if more than one PDF is required, please label each PDF accurately for ease of assessment.

The closing date for the submission of quotations is **23 May 2025 at 11:00 AM**. No late bids will be considered. Bids sent to any other email address other than the one specified herein will be disqualified and will not be considered for evaluation. It is the bidder's responsibility to ensure that the bid is sent to the correct email address and in the correct time.