



**merSETA**

MANUFACTURING, ENGINEERING  
AND RELATED SERVICES SETA

## **SCOPE OF WORK**

**Provision of Layout, Design and Interactive  
Email Distribution Services**

**For the merSETA Digital Achieve Newsletter and  
Corporate Brochure**

## **1. Background**

The merSETA is the Manufacturing, Engineering and Related Services Education and Training Authority established to promote the Skills Development Act, (Act 97 of 1998, as amended). It facilitates skills development in the following sub sectors: Metal, Automotive Manufacturing, Motor Retail and Component Manufacturing, Tyre Manufacturing and Plastics.

The merSETA produces several external publications, including the Achieve Magazine and the Corporate Brochure, to share engaging content, sector developments and strategic priorities to stakeholders.

As part of strengthening digital communication and stakeholder engagement, the merSETA requires professionally designed, interactive and personalised email newsletter layouts to support structured digital distribution of these publications.

The initiative aligns with the merSETA Communications Plan, particularly its focus on digital integration, accessibility and data-driven stakeholder engagement.

## **2. Purpose**

The purpose of this project is to appoint a service provider to design, customise and optimise interactive email newsletter layouts for the digital distribution of the Achieve Newsletter and Corporate Brochure.

The service aims to:

- Develop the visual presentation and accessibility of digital publications.
- Enable personalised and segmented email distribution.
- Improve stakeholder engagement through interactive and mobile-responsive layouts.
- Support measurable communication performance through structured digital formatting.

## **3. Scope**

The appointed service provider will be responsible for the layout, design, formatting and

optimisation of interactive email newsletter advertisements and publication mailers.

The scope includes, but is not limited to, the following:

### **3.1 Email Layout and Design**

- Development of professionally branded HTML email templates aligned to the merSETA Corporate Identity guidelines.
- Custom design and formatting of email publication mailers during the contract period.
- Integration of interactive features including:
  - Hyperlinks
  - Call-to-action buttons
  - Embedded visuals
  - Downloadable publication links
- Mobile-responsive and cross-device compatibility testing (desktop, tablet and mobile).
- Accessibility optimisation to ensure readability and user-friendly presentation.

### **3.2 Personalisation and Customisation**

- Integration of personalisation fields (e.g., recipient name, stakeholder category, chamber segmentation).
- Support for segmented distribution lists to enable targeted communication.
- Formatting aligned to mailing list structures provided by the merSETA.

### **3.3 Testing and Quality Assurance**

- Pre-distribution testing across major email clients.
- Verification of link functionality and display formatting.
- Ensuring compliance with POPIA requirements for digital communication.

All publication content, copy and approved artwork will be developed and supplied by the merSETA Marketing and Communications Unit. The service provider will focus on layout adaptation, formatting, configuration and digital distribution readiness.

## **4. Deliverables**

The appointed service provider must provide:

- Professionally designed and interactive email publication layouts as scheduled during the contract period.
- Configured and tested HTML templates.
- Distribution-ready mailers aligned to stakeholder databases.
- Ongoing technical support for layout adjustments where required.
- Digital analytics and monthly reports

## **5. Outcomes**

The Email Newsletter Layout and Distribution Support Service is expected to achieve the following strategic and operational outcomes during the 12-month contract period (01 April 2026 – 31 March 2027):

### **5.1. Enhanced Digital Presentation**

- Professionally designed, branded and interactive email mailers aligned to the merSETA Corporate Identity.
- Improved visual consistency across Achieve Newsletter and Corporate Brochure distributions.
- Standardised formatting that reflects organisation's credibility and professionalism.

### **5.2. Improved Stakeholder Engagement**

- Increased email open rates through personalised subject lines and recipient-specific fields.
- Improved click-through rates through structured call-to-action buttons and embedded links.
- Enhanced stakeholder interaction with publications through interactive formatting and accessible layouts.
- Strengthened engagement across chambers, employers, training providers and partners.

### **5.3. Personalised and Targeted Communication**

- Segmented mailing capabilities enabling tailored communication to different stakeholder categories.
- Personalised content presentation that improves stakeholder recognition and relevance.
- Reduced generic mass-email distribution, supporting targeted and

structured engagement.

#### **5.4. Measurable Communication Performance**

- Availability of reliable campaign analytics including open rates, click-through rates and bounce rates.
- Improved data accuracy and mailing list hygiene.
- Ability to track engagement trends over time to inform future communication strategies.
- Data-driven reporting to support management oversight and performance review.

#### **5.5. Operational Efficiency**

- Reduced internal administrative burden associated with formatting and distribution.
- Structured and streamlined email deployment processes.
- Improved turnaround times for digital publication dissemination.
- Technical support ensuring minimal disruption during scheduled mailers.

#### **5.6. Compliance and Governance Alignment**

- POPIA-compliant digital communication processes.
- Proper unsubscribe and data protection mechanisms.
- Audit-ready reporting and documented campaign performance.
- Alignment with the merSETA Communications Plan and digital integration objectives.

### **7. Requirements**

The service provider must demonstrate proven experience in providing email newsletter layout, design and digital distribution services.

Bidders are required to submit the following as part of their proposal:

- A minimum of three (3) examples of previous work demonstrating similar email newsletter design and digital distribution services.
- The submitted examples must clearly reflect the service provider's experience in designing and distributing interactive email newsletters, digital publication mailers, or similar email marketing campaigns.
- The examples must be submitted in the form of active hyperlinks (URLs) to the published email newsletters or downloadable PDF copies of the email

newsletter campaigns.

- Screenshots will not be accepted as valid proof of previous work.

Failure to submit the required minimum of three (3) examples in the form of links or PDF copies may result in the bidder being disqualified from further evaluation.

## **8. Disclaimer**

The merSETA reserves the right not to appoint a service provider for this RFQ. The merSETA, further reserves the right to split the RFQ with more than one service provider or award a portion of this tender to other service providers. The merSETA does not bind itself to accept the lowest tender.