

SUBMISSION

To: Supply Chain Department
From: Stakeholder, Marketing & Communication Department
Date: Tuesday, 23 May 2023
Subject: **Terms of Reference:** To appoint Professional Reputation Management Services, Including Media Monitoring and Public Relations Services

TERMS OF REFERENCE

1. PURPOSE OF THE SPECIFICATION

- 1.1. The purpose of this Request for Proposal (RFP) is to appoint an agency to provide Reputation Management Services, including Media Monitoring (Broadcast, Print, Online, Digital) and Public Relations Services to **sefa** for a period of one (1) year.

2. BACKGROUND

- 2.1. The Stakeholder Marketing and Communication Department has identified a need to procure the services of a contractor to provide Reputation Management Services, including Media Monitoring (Broadcast, Print, Online, Digital) and Public Relations Services. Coverage in the news media and brand perceptions of the agency is critical to its ability to fulfill its mandate as a government agency.
- 2.2. This is in support of the agency's communication strategic goals to maintain its integrity by monitoring, assessing, and developing strategies that will manage its coverage in the news, build relationships with the media, raise awareness of its various campaigns and initiatives while continuously adapting to changes affecting the industry.
- 2.3. To build and maintain a positive brand image of **sefa** through Public Relations, the Stakeholder Marketing and Communication Department hereby requires a reputable and suitable agency to provide Reputation Management Services, including Media Monitoring and Public Relations Services for a period of one (1) year subject to an annual performance review.
- 2.4. The appointed agency will also be responsible for countering any negative news coverage, found or otherwise, that may dent the image and reputation of **sefa** and provide monitoring services.



3. PURPOSE OF THE REQUEST

3.1. Purpose of the Request for RFP

3.1.1. This bid aims to appoint professional Reputation Management Services, including Media Monitoring (Broadcast, Print, Online, Digital) and Public Relations Services, to **sefa** for a period of one (1) year subject to an annual performance review.

4. SCOPE OF WORK

4.1. Reputation Management and Public Relations Services

- 4.1.1. Proactively manage and promote the agency's positive image through competent Public Relations strategies.
- 4.1.2. Profile the agency and its key spokespeople in the media.
- 4.1.3. Identify appropriate thought-leadership opportunities, generate content, and coordinate soliciting other contributions.
- 4.1.4. Undertake strategic media buying on behalf of the agency as and when required.
- 4.1.5. Identify and secure regular one-on-one relationship-building engagements with influential journalists and relevant stakeholder groups.
- 4.1.6. Provide support, including Media Monitoring (Broadcast, Print, Online, Digital) content.
- 4.1.7. Conduct reputation-linked research of interest, including brand audits, media, and reputation audits, to assess public and stakeholder perceptions.
- 4.1.8. Provide crisis management services which must entail:
 - a) Reviewing and improving the existing crisis management policy.
 - b) Reviewing and improving the existing media policy.
 - c) Workshop sessions to assess potential risks, and develop mitigation interventions, key messages, and communication strategies.
- 4.1.9. Generate and produce content to position the agency and improve brand equity.
- 4.1.10. Facilitate training to key spokespeople/staff covering the following:
 - a) Theory (basic principles of communication, crisis management, and general application of Public Relations strategies) and Simulation (at an appropriate location/under suitable conditions) of practical scenarios for candidates to solve and receive assessments and evaluations.
- 4.1.11. The agency shall report in the following manner:
 - a) Submit comprehensive progress reports on a monthly basis.
 - b) Attend all formal status monthly meetings with the Stakeholder Marketing and Communication Department and additional operational meetings as required.
- 4.1.12. Set up weekly virtual meetings for essential updates.
- 4.1.13. Submit post-campaign reviews, analysis, and any necessary interventions and revisions to the implementation strategy.
- 4.1.14. Visibly demonstrate coverage received by the agency as a direct result of the agency's efforts or interventions.
- 4.1.15. Compile and submit qualitative and statistical data on the number of engagements on online and offline media platforms.



4.2. Media Monitoring (Broadcast, Print, Online, and Digital)

- 4.2.1. Conducting media monitoring across Broadcast, Print, Online, Digital, and platforms, and in-depth knowledge of analysing media reports and rating sentiments and tones.
- 4.2.2. Provide print clips, audio files, video files, and transcripts of **sefa**'s media coverage (National, Regional, and international).
- 4.2.3. Provide daily reports, media alerts, and reports on a weekly, monthly, and quarterly basis. Table 2 below is a detailed specification of the services required by **sefa**.
- 4.2.4. Provide proactive strategies to promote **sefa** positively (not just react to negative coverage of **sefa**).
- 4.2.5. Assess the impact of misleading negative coverage on the reputation of **sefa**.
- 4.2.6. Map out key areas where current and future reputational risks exist.
- 4.2.7. Identify ways to mitigate these risks.
- 4.2.8. Create a crisis communications plan (which must include post-crisis activities and long-term reputation management).
- 4.2.9. Compile comprehensive progress reports on the management of reputational risks and the impact of reputation management on perceptions to allow **sefa** to measure the success of the reputation management interventions.
- 4.2.10. Provide insightful reports on developments that may impact media policy, public relations, and communication strategies.

TABLE 1

ITEM	SERVICE	JOB SPECIFICATIONS
A.	Media Monitoring Local and international SMME's media (including mainstream) tracking – keyword attached	A.1.1. Daily: Monitor and provide feedback to sefa regarding any matter reported in print, online, and broadcast media, which covers any aspect of the business of sefa or any employee of sefa . This needs to be about sefa or its employees, not mere mentions. Produce a daily report on sefa 's coverage.
		A.1.2. Reports: Generate periodic reports and submit them to sefa (Stakeholder, Marketing and Communication Department).
		A.1.3. Media: Keep, maintain, and on request, reproduce and translate print media and broadcast clips and online articles (including audio and video).



B.	Daily Report	<p>B.1.1. A daily report must be produced and emailed to sefa in the morning. It must include all relevant media coverage relating to sefa or any staff member working for sefa.</p> <p>B.1.2. Should any news break on sefa, an article alert needs to be sent to sefa as soon as the news breaks.</p> <p>B.1.3. Clips of media articles and links must be sent to sefa via email.</p>
	The analysis includes sentiment, publication information, and circulation.	<p>B.1.4. Daily: Up-to-date daily reports will be sent to sefa via email with all relevant online media. The report should be divided into three (3) sections: print, online, and broadcast media.</p> <p>Print and online media alerts should be sent to sefa via email in real-time. Broadcast clips must be delivered within 24 hours.</p> <p>B.1.5. Weekly: Weekly reports on relevant media are to be emailed to sefa. The report must include all media coverage done during the week.</p> <p>The detailed report should include the following:</p> <p>c) Print: Date of Publication; Publication Title; Description of Story; Reporter /Journalist</p> <p>The email must also include (where possible) copies of the articles and links to the online media. Links to audio/ video clips in online media coverage will be required based on their relevance.</p> <p>d) Monthly: Monthly reports on relevant media coverage will be sent to sefa via email. The report must be a complete monthly analysis of all relevant media coverage.</p>



		<p>The monthly report must reflect the following:</p> <ul style="list-style-type: none">a) Positive, neutral, and/or negative media coverage.b) Focus and breakdown of the coverage.c) Journalists, publications, and types of media.d) Influential media.e) Trend analysis and regional analysis.f) Advertising value <p>e) Quarterly: Reports on relevant media coverage are to be sent to sefa via email. The report must be a complete quarterly analysis of all relevant media.</p> <p>The report must reflect the following:</p> <ul style="list-style-type: none">a) Positive, neutral, and/or negative media coverage.b) Focus on and breakdown of the coverage.c) Journalists, publications, and types of media.d) Influential mediae) Trend analysis and regional analysis.f) Advertising value
A.	Transcripts, translations, and clips	<p>A.1.1. Transcripts: Should the need arise, sefa will request transcripts of video/audio clips in online /broadcast media coverage.</p> <p>The agency may be required to produce the requested transcripts and send them to sefa via email within 24 hours of the request being made.</p> <p>A.1.2. Translations: Should the need arise, sefa will request translations of any media coverage.</p> <p>The agency may be required to produce the requested translations and send them to sefa via email within 24 hours of the request being made.</p>



		<p>A.1.3. Media Clips: Should the need arise, sefa will request video/audio clips in online/broadcast media coverage.</p> <p>The agency may be required to source the requested clips and send them to sefa via Google Drive or WeTransfer within 24 hours of the request being made. Should the agency need additional time to source such material, the agency must inform sefa as such and provide daily feedback until the request has been met.</p>
B.	Online Monitoring	<p>B.1.1. The Agency</p> <ul style="list-style-type: none">a) must monitor online publications daily.b) must also conduct advanced searches of websites daily and determine the relevance of the content found, per sefa's brief.c) must provide sefa with daily summaries via email of relevant online articles published online and posts and comments on.d) must provide sefa with keywords most used online in our industry.
C.	Monitoring	<p>C.1.1. The Agency must monitor sefa's pages, i.e., LinkedIn, Facebook, Twitter, YouTube, and other related online media, for content that involves sefa by keywords/topics.</p> <p>C.1.2. The Agency must provide sefa with daily summaries via email of relevant content, posts, and comments on pages.</p>



5. EVALUATION OF PROPOSAL

5.1. Request for Quotation (RFQ) Response

Bidders shall submit their responses in the response format specified below.

5.1.1. SCHEDULE 1

Completion of all Standard Bidding Documents by hand and other requirements as reflected in the Special Conditions of Contract, which covers the following:

- **SBD 4:** Declaration of Interest (duly completed and signed).
- **SBD 6.1:** Preference Point Form (duly completed and signed).
- **Special condition of contract (SCC)** (initial on every page to show you have read and understood the requirements).
- Original and valid Tax Clearance Certificate(s) (TCC) or *PIN* issued by SARS.
- Valid certify BEE from an accredited verification agency, a certificate issued by a registered auditor or accounting officer, or a Sworn Affidavit indicating the contribution level of the bidding entity.
- National Treasury Central Supplier Database (CSD) (attached proof of registration); and

5.1.2. SCHEDULE 2: PRICE PROPOSAL

The bidder must complete the pricing schedule as per No.6

NB: Please complete the pricing schedule to avoid the invalidation of such an RFQ.

5.2. BUDGET

5.2.1. The service provider should provide a comprehensive Pricing/fee structure.

6. EVALUATION OF PROPOSAL ON APPLICABLE POINTS SYSTEM

6.1 In terms of Preferential Procurement Regulations pertaining to the Preferential Procurement Policy Framework Act, 2000 (Act 5 of 2000) and the amended regulations, responsive bids will be adjudicated by the State on the applicable point system.

6.2 The applicable preference point system for this tender is the 80/20 preference point system.

6.3 In terms of 80/20 points system, points are awarded to bidders on the basis of:



CRITERIA	POINTS
Price	80
Specific Goals	20
TOTAL	100 points

Specific Goals for this tender and points that may be claimed are indicated per table below:

Criteria	POINTS
	(80/20 system)
Black ownership	10
30% Black Women Ownership	5
Any % of ownership by Black Designated Groups >0	3
Reconstruction Development Programme Objective: Promotion of SMMEs (Entities that are EME or QSE)	2
Total Points	20

Black ownership: 100% Black owned entities will score the full 10 points and between 51% - 99% black owned entities will score 4 points.

Black Designated Group means:

- Unemployed black people not attending and not required by law to attend an educational institution and not awaiting admission to an educational institution;
- Black people who are youth as defined in the National Youth Commission Act of 1996;
- Black people who are persons with disabilities as defined in the Code of Good Practice on employment of people with disabilities issued under the Employment Equity Act;
- Black people living in rural and under developed areas;
- Black military veterans who qualifies to be called a military veteran in terms of the military veteran Act 18 of 2021.

6.2. Technical requirements

The bid/proposal will be evaluated for functionality and be rated as follows:

NB: Bidders are required to score a minimum of 60% points on functionality to qualify to be evaluated for the next level (BBBEE and price). Bidders who do not score the minimum of 60% points on functionality will be disqualified and not be evaluated on price and B-BBE.

ITEM	EVALUATION CRITERIA	DESCRIPTION	DETAILED DESCRIPTION	RATING	WEIGHT
A.	Agency profile and credentials.	A.1. The bidders must provide a business profile that includes a detailed number of years of experience in providing Public Relations & Reputation Management and Media Monitoring services to corporate and Public Sector Clients, the size and scale of the company.	A.1.1. A provision of three signed contactable reference letters on the client's letterhead for previous similar work done in the last three (3) years.	1-5	5
			A.1.2. The bidder is to submit a portfolio of evidence with one (1) year or more successful case studies which demonstrated sufficient knowledge and the capability to manage Public Relations & Reputation Management and Media Monitoring Corporate and Public Sector	1-5	15
			A.1.3. The bidder is to provide a detailed company profile with at least five (5) or more years of experience in providing Public Relations & Reputation Management and Media Monitoring services.	1-5	10
			Short profile/bio of the resource team that will be working on the project. The profile/bio must clearly highlight qualifications and areas of experience/ competence relevant to	1-5	10



ITEM	EVALUATION CRITERIA	DESCRIPTION	DETAILED DESCRIPTION	RATING	WEIGHT
			Reputation Management Services, including Media Monitoring (Broadcast, Print, Online, Digital) and Public Relations Services in line with the sefa objectives stated above.		
B.	Project planning and management	B.1. Provide a comprehensive interpretation and implementation project plan for the execution of the project.	B.1.1. Develop a single-view project plan with clear milestones and a description of how the bidder will roll out the project. The bidder must also indicate critical dates and the number of man hours needed to complete the tasks and demonstrate the applicant's capacity to complete the project by the projected deadline.	1-5	20
C.	Capability	C.1. Provide a physical and electronic portfolio of evidence of Managing Public Relations & Brand Reputation Management, and Media Monitoring services	C.2. Provide a physical and electronic portfolio of evidence of Managing Public Relations & Brand Reputation Management and Media Monitoring successfully the in the last five (5) years from the closing date of the tender/ bid.	1-5	40
TOTAL					100

