
T2.2-03: Evaluation Schedule: Organogram, Management & CV's (30 Points)

Submit the following documents as a minimum with your tender document:

1. A comprehensive and detailed **organogram** that shows the structure and composition of their management structure involved in the *works*, inclusive of the key staff/professionals, identified in the Contract Data Part Two.
2. Detailed CV's providing the following:
 - The roles and responsibilities for the *works* of each resource should be clearly stated.
 - Detailed experience of PR, Integrated Marketing and Communication positions held, such as recent assignments inclusive of total duration that has a bearing on the scope of work.
 - The bidder must provide a list of resources who will be appointed to work on the TPL account, their qualifications, certification, years of experience, exposure and summary of experience in a form of a CV. The team should possess specialised technical and leadership skills required to carry out the scope of work, including
3. The project resources should include at least, amongst others:
 - **Account Director/Executive**
Seasoned resource must has combined working experience in PR, Communications and managing complex advertising and marketing projects plus a master's in marketing/business/advertising/communications or any related field.
 - **Marketing Director**
Should have combined working experience in marketing, advertising and have a three-year degree and / or diploma in marketing/business/communications or any related field.
 - **Digital Media Specialist**
 - Should have combined working experience combined in marketing, digital advertising and have a three-

year degree and / or diploma in marketing/business/communications or any related field.

- **Graphic Designer**

Should have working experience in graphic design and have a diploma in Graphic Art/Design or any related creative field. Formal training/certification in the use of Adobe's Creative suite of programs or similar.

- **Photographer/Videographer**

Should have working experience and a diploma in Photography and Videography or any related field.

- **Scriptwriter**

Should have working experience in scriptwriting, copywrite and have degree in English, journalism, or communications or any related field.

- **Interpreter**

Should have working experience in interpreting and a degree or higher in English, journalism, or communications or any related field.

The following table is to be populated by the tenderer identifying the resources for the key roles for the *works*. Attached submissions to this returnable.

Key Person Role	Name of Surname	CV attached (Yes/No)
Account Director/Executive		
Marketing Director		
Digital Media Specialist		
Graphic Designer		
Photographer/Videographer		
Scriptwriter		
Interpreter		

Total Weight: 30 Points

The scoring of the Organogram, Management & CV's will be as follows:

Sub-Weight 10%	Relevant experience for the following: Account Director/Executive	Sub- Weight 10%	Education qualifications for the following: Account Director/Executive
Points	4		3
(score 0)	The Tenderer has submitted no information or inadequate information to determine a score.		
(score 20)	Key staff has 10 years and less than 12 years relevant experience.	(score 20)	Key staff has irrelevant qualifications
(score 40)	Key staff has 12 year and less than 13 years levels of relevant experience.	(score 40)	Key staff has a Diploma in marketing/business/advertising/communications or any related field
(score 60)	Key staff has 13 to less than 15 years and less than 12 years levels of relevant experience.	(score 60)	Key staff has a B-tech or degree in marketing/business/advertising/communications or any related field
(score 80)	Key staff has 15 years of relevant experience.	(score 80)	Key staff has an Honours Degree in marketing/business/advertising/communications or any related field
(score 100)	Key staff has 16 years or more relevant experience.	(score 100)	Key staff has a master's degree in marketing/business/advertising/communications or any related field

Sub-Weight 10%	Relevant experience for the following: Marketing Director	Sub- Weight 10%	Education qualifications for the following: Marketing Director
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Points	3		2
(score 0)	The Tenderer has submitted no information or inadequate information to determine a score.		
(score 20)	Key staff has 05 years and less than 06 years relevant experience.	(score 20)	Key staff has irrelevant qualifications
(score 40)	Key staff has 06 years and less than 07 years relevant experience.	(score 40)	Key staff has a Diploma in marketing/business/advertising/communications or any related field
(score 60)	Key staff has 07 years and less than 08 years relevant experience.	(score 60)	Key staff has a B-tech or degree in marketing/business/advertising/communications or any related field
(score 80)	Key staff has 08 years and less than 10 years relevant experience.	(score 80)	Key staff has an Honours Degree in marketing/business/advertising/communications or any related field
(score 100)	Key staff has 10 years or more of relevant experience.	(score 100)	Key staff has a master's degree in marketing/business/advertising/communications or any related field

Sub-Weight 10%	Relevant experience for the following: Digital Media Specialist	Sub-Weight 10%	Education qualifications for the following: Digital Media Specialist
Points	2		2
(score 0)	The Tenderer has submitted no information or inadequate information to determine a score.		
(score 20)	Key staff has 04 years and less than 05 years relevant experience.	(score 20)	N/A

(score 40)	Key staff has 05 years and less than 06 years relevant experience.	(score 40)	N/A
(score 60)	Key staff has 06 years and less than 07 years relevant experience.	(score 60)	Key staff has a diploma in Marketing/business/advertising/communications or any related field .
(score 80)	Key staff has 07 years and less than 08 years relevant experience.	(score 80)	Key staff has a B-tech or degree in Marketing/business/advertising/communications or any related field .
(score 100)	Key staff must have 08 years or more relevant experience.	(score 100)	Key staff has an Honours degree or Higher in Marketing/business/advertising/communications or any related field .

Sub-Weight 10%	Relevant experience for the following: Graphic Designer	Sub-Weight 10%	Education Qualifications for the following: Graphic Designer
Points	2		2
(score 0)	The Tenderer has submitted no information or inadequate information to determine a score.		
(score 20)	Key staff has 04 years and less than 05 years relevant experience.	(score 20)	Key staff have irrelevant qualifications
(score 40)	Key staff has 05 years and less than 06 years relevant experience.	(score 40)	N/A
(score 60)	Key staff has 06 years and less than 07 years relevant experience.	(score 60)	N/A

(score 80)	Key staff has 07 years and less than 08 years relevant experience.	(score 80)	Key staff has a diploma in Graphic Art/Design or any related creative field. And Formal training/certification in the use of Adobe's Creative suite of programs or similar
(score 100)	Key staff has 08 years or more relevant experience.	(score 100)	Key staff has a Degree / B-tech in Graphic Art/Design or any related creative field. And Formal training/certification in the use of Adobe's Creative suite of programs or similar

Sub- Weight 10%	Relevant experience for the following: Photographer/Videographer	Sub- Weight 10%	Education Qualifications for the following: Photographer/Videographer
Points	2		2
(score 0)	The Tenderer has submitted no information or inadequate information to determine a score.		
(score 20)	Key staff has 04 years and less than 05 years relevant experience.	(score 20)	Key staff have irrelevant qualifications
(score 40)	Key staff has 05 years and less than 06 years relevant experience.	(score 40)	N/A
(score 60)	Key staff has 06 years and less than 07 years relevant experience.	(score 60)	N/A
(score 80)	Key staff has 07 years and less than 08 years relevant experience.	(score 80)	Key staff has a diploma in Photography and Videography or any related field

(score 100)	Key staff has 08 years or more relevant experience.	(score 100)	Key staff has a B-tech /Degree in Photography and Videography or any related field
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Sub-Weight 10%	Relevant experience for the following: Scriptwriter		Sub-Weight 10%	Education Qualifications for the following: Scriptwriter
Points	2			1
(score 0)		The Tenderer has submitted no information or inadequate information to determine a score.		
(score 20)	Key staff has 04 years and less than 05 years relevant experience.		(score 20)	Key staff have irrelevant qualifications
(score 40)	Key staff has 05 years and less than 06 years relevant experience.		(score 40)	N/A
(score 60)	Key staff has 06 years and less than 07 years relevant experience.		(score 60)	Key staff has a diploma in English, journalism, or communications or any related field
(score 80)	Key staff has 07 years and less than 08 years relevant experience.		(score 80)	Key staff has a degree/ B-tech in English, journalism, or communications or any related field
(score 100)	Key staff has 08 years or more relevant experience.		(score 100)	Key staff has an Honours Degree or higher English, journalism, or communications or any related field

Sub-Weight 5%	Relevant experience for the following: Interpreter	Sub-Weight 5%	Education Qualifications for the following: Interpreter
Points	2		1
(score 0)		The Tenderer has submitted no information or inadequate information to determine a score.	
(score 20)	Key staff has 04 years and less than 05 years relevant experience.	(score 20)	Key staff has irrelevant qualifications
(score 40)	Key staff has 05 years and less than 06 years relevant experience.	(score 40)	N/A
(score 60)	Key staff has 06 years and less than 07 years relevant experience.	(score 60)	Key staff has a diploma in English, journalism, or communications or any related field
(score 80)	Key staff has 07 years and less than 08 years relevant experience.	(score 80)	Key staff has a degree/ B-tech in English, journalism, or communications or any related field
(score 100)	Key staff has 08 years or more relevant experience.	(score 100)	Key staff has an Honours Degree or higher English, journalism, or communications or any related field