

## SCOPE OF WORK

### THE APPOINTMENT OF A PANEL OF SERVICE PROVIDERS TO RENDER INTEGRATED MARKETING AND COMMUNICATION SERVICES FOR A PERIOD OF THREE (3) YEARS ON AS-AND-WHEN REQUIRED BASIS.

#### 1. INTRODUCTION

CEF SOC Ltd is a state-owned company involved in the search for appropriate energy solutions to meet the energy needs of South Africa and the sub-Saharan African region. It also manages the operation and development of the oil and gas assets of the South African government. The company, which manages six subsidiaries namely, AEMFC, iGAS, PASA, PetroSA, SFF & SANPC falls under the auspices of the Department of Mineral & Petroleum Resources (DMPR). For more information you can visit [www.cefgroup.co.za](http://www.cefgroup.co.za)

#### 2. BACKGROUND

CEF engages with a broad range of stakeholders in the public domain in fulfilment of our mandate which requires us to uphold principles of good governance in the interest of making a meaningful contribution to development of energy for the benefit of the Public Service Sector and the broader economy. It is against this background that CEF seeks to appoint suitably qualified and reputable service providers to serve on the marketing and communication panel which will render services to maintain and enhance the CEF brand. The services will also include designing and producing a range of CEF's marketing and communication collateral and stationery as well as advising on media buying and advertising. All these services must be done in support of the strategic marketing and communication objectives of CEF.

#### 3. PURPOSE AND OBJECTIVES

This document sets out the terms and reference for the appointment of suitably **qualified** and **experienced** (in the marketing and Communications Industry) panel of service providers to render integrated marketing and communication services to CEF on an as-and-when-required basis over a period of three-years.

The appointed service providers will support the implementation and execution of the existing CEF Group Communication and Marketing Strategy through assigned projects and task orders.

The panel will assist the organisation in effective implementation of the following objectives:

- a) Raising the awareness of CEF and its mandate
- b) Publicizing and promoting existing programmes that CEF has in place
- c) Neutralizing any negative perceptions about CEF and its associates
- d) Building media relations and presence
- e) Positively influencing key stakeholders of CEF

- f) Executing the existing CEF Communications Strategy

#### 4. SCOPE OF SERVICES

The scope of work for the appointed panel of service providers will cover a comprehensive range of integrated communication and marketing services that align with CEF's strategic objectives. The appointed agencies will be expected to deliver high-quality services across the following key components. **Bidders must list and demonstrate proven experience in at least three (3) of the listed services as part of their submission.**

**4.1 Tactical, campaign-specific and project-based marketing and communication support** that aligns with and emanates from the approved CEF Group Master Brand Strategy

**Tasks include:**

- Campaign-level messaging aligned to approved strategy
- Development of tactical communication plans for specific initiatives
- Audience and stakeholder insight gathering to support campaigns
- Recommendations to enhance implementation effectiveness

#### **4.2 Public Relations and Events Management:**

- **Objective:** Plan and deliver events and public relations initiatives that advance CEF's strategic objectives.
- **Tasks include:**
  - Event Concept, planning, logistics and onsite management.
  - PR planning and media engagement for corporate projects and initiatives.
  - Integrated campaign plans across traditional, digital and social media.
  - Stakeholder relationships development and speaker placement.
  - Post-event/media reporting/close out report and impact assessment.

#### **4.3 Media Relations and Crisis Communications:**

- **Objective:** Build Constructive media relationships and manage crisis responses in alignment with CEF protocols.
- **Tasks Include:**
  - Media mapping, liaison and proactive pitching aligned to key milestones.
  - Spokesperson support and thought leadership opportunities.
  - Media monitoring and sentiment; response plans for inaccuracies.
  - Key message development Q&As for issues/crises.

#### **4.4 Digital Communication:**

- **Objective:** Strengthen CEF's digital presence across owned and social platforms.

- **Tasks Include:**

- Social media strategy and community management.
- Creative conceiving and asset production (e.g. banners, short-form videos etc).
- Web content updates and UX recommendations.
- Paid digital support (where required) and performance reporting.
- Trend monitoring and recommendations.

#### **4.5 Publications:**

- **Objective:** Produce high-quality brand, brand aligned publications and content for print and digital distribution.

- **Tasks Include:**

- Copywriting, editing and proofreading.
- Design, layout and print production management.
- Photography and basic illustration support.
- Adaptation of corporate publications for web download and social sharing.

#### **4.6 Brand collateral Signage and Exhibition Materials**

- **Objective:** Design and produce branded materials that support visibility and stakeholder engagement.
- Examples include pull-up banners, backdrops, gazebos, directional signage, exhibition stands and related collateral.

### **5. ENTITY COMPETENCIES**

- a) Legally established entity with specialized permit
- b) Ability to offer highly qualified personnel that demonstrate substantive and technical knowledge to meet responsibilities as per the scope of services requirements
- c) Willing and able to guarantee the delivery of services in accordance with the scope of services
- d) Ability to manage assignments within strict deadlines
- e) Include details on any portion of the proposed work that may need to be outsourced due to lack of capacity or skills

### **6. Governance, Reporting and Quality Standards**

- The appointed service providers will report to the GM: Communication and Stakeholder Relations, or their delegate within the Corporate Affairs department of CEF.
- Time, cost and quality will be managed and monitored per project via task orders and service level agreements (SLAs).

- CEF Brand and CI guidelines, approvals, and quality standards must be strictly adhered to.

## **7. Contract Duration and the need for Panel of companies**

- Work or task orders must be monitored and distributed fairly and equitably among the panel.
- Work or task orders are placed against contracts with sufficient funds and time available for completion of the services.
- The programme targets and objectives are monitored and tracked which must be supported by a list and proof of rotation quarterly to determine compliance.

Given the nature of integrated marketing and communication services, which are specialist, time-sensitive, and required on an ongoing and ad hoc basis, the Communications and Stakeholder Unit has identified the establishment of a panel as the most appropriate and cost-effective procurement approach.

The panel model is justified on the following grounds:

- Marketing, communication and reputation management requirements arise unpredictably and often require rapid turnaround times.
- Services vary in scope, scale, and specialisation, making it impractical to initiate separate RFQs/RFBs for each requirement.
- A panel ensures pre-qualified, compliant service providers, reducing procurement lead times
- Rotation among panel members promotes fairness, transparency, and value for money

The model allows CEF as well as the Communications and Stakeholder Unit to manage workload distribution while maintaining quality and continuity.