

**THE PUBLIC SERVICE SECTOR EDUCATION TRAINING
AUTHORITY**

**TERMS OF REFERENCE (ToR) FOR THE APPOINTMENT OF A
SERVICE PROVIDER TO PROVIDE FREELANCE PUBLICITY
SERVICES FOR THE PUBLIC SERVICE EDUCATION AND TRAINING
AUTHORITY**

QUOTATION NUMBER: RFP/2021/001212

CLOSING DATE: 27 JUNE 2025

CLOSING TIME: 11:00

No late applications will be accepted



1. INTRODUCTION

- 1.1. Public Service Sector Education and Training Authority (PSETA) is established in terms of section 9(1) and (2) of the Skills Development Act (Act No. 97 of 1998 as amended). The Skills Development Act is the enabling legislation and guides PSETA operations as a Sector Education and Training Authority (SETA), as set out in section 10 of the Act.

2. BACKGROUND & CONTEXT

- 2.1 The PSETA seeks to appoint a service provider for the provision of publicity services for a period of three (3) years from date of appointment. The purpose is to appoint a suitable, qualified, experienced and competent service provider to provide these services in line with the Service Level Agreement to be entered into between the PSETA & the service provider.

3. OBJECTIVES OF THE SERVICES REQUIRED

- 3.1 Studio recording:** To produce high-quality audio/visual content (voiceovers, podcasts) that aligns with PSETA brand tone and messaging.
- 3.2 Brand activations:** To create memorable, engaging, and on-brand experiences that drive stakeholders interaction and loyalty.
- 3.3 Publicity:** To enhance brand visibility and credibility through earned media coverage in relevant outlets.
- 3.4 Media Space:** To ensure strategic alignment with the campaign goals and target audience demographics
- 3.5 Media Space:** To negotiate competitive rates and value-added placements with media vendors.

4. SCOPE OF WORK

4.1. Media space buying:

- a) **Print Media Platforms:** X2 Sunday Newspapers (careers/tenders), X1 Magazine feature & x1 Cover story annually.

Services Required: Media planning and selection based on target audience demographics and circulation. Rate negotiation and volume discounts.

Careers/ tender placement scheduling and positioning annually in September. Proof of publication and performance reporting.

b) Audio Media

Platforms: X1FM/AM radio 30 minutes (community radio only), X1 podcasts 30 minutes, and music streaming services.

Services Required:

Station/program selection based on audience profiles.

Spot and sponsorship buying (e.g., branded segments, host-read ads). Negotiation of rates and value-added opportunities. Monitoring and reporting on ad delivery & listenership metrics.

- 4.2. **Social media full service annual subscription:** PSETA will draw monthly analytics reports (reach, engagement, follower growth); post and respond to comments.

Platforms: Facebook; Instagram; X (formerly Twitter); LinkedIn; YouTube

4.3. **Brand Activation Stands:**

- Design and deploy X2 per annum an engaging activation stand that promotes brand awareness, drives consumer interaction, and supports campaign goals. 3mX3m space, Green/grey flooring, white 2m wide high counter with lockers, grey x2 high chairs, branded backdrop & signage; magazine stands, TV screen, power supply, lighting. **Event/Location** must be calculated per kilometer.

4.4. **Recording studios**

To produce high-quality audio or podcast content that is clear, engaging, and professionally edited for distribution across platforms such as YouTube, and others.

Output: Branded music and voiceover, Interviews, discussions, Q&A, ads, 20–45 minutes per episode, conversational, professional, or narrative (based on brand)

Post production: Noise reduction and audio cleanup, equalization and compression, volume leveling and mastering, insertion of music beds, sound effects, and transitions

5. DELIVERABLES

- **Media space buying:** Media buying schedule with timelines and formats; performance reports; post-campaign analysis and optimization recommendations.
- **Social media subscriptions:** access to engagement and performance reports; advertisement.
- **Branded activation stand:** 3D stand design mock-up, Setup and breakdown logistics, On-site branding and collateral.
- **Audio & Podcasts recording:** Final mastered audio files, raw audio files (optional), episode description and show notes & audiograms or short clips for social media (optional)

6. TIMELINE

To be detailed in the service level agreement.

7. QUALITY AND REPORTING REQUIREMENTS

7.1 To manage the budget, The service provider will submit the cost per delivery as and when a task is required to the Stakeholder Management and Communication Manager.

8. INTELLECTUAL PROPERTY

8.1. All the information derived from this assignment will remain the property of the South African Government. This includes data gathering tools, raw data and all

reports. Publication of any information from this assignment is prohibited unless permission to cite the findings is approved by the PSETA. All open files of the work done must be made available to the PSETA.

9. COSTING

- 9.1 A cost analysis must be provided to cover the full project amount. The proposed project pricing must be all-inclusive (i.e., including professional fees, venue hire, travel expenses, disbursements, and VAT). The PSETA requires a breakdown of rates on any of the items priced, agency fee per line item, and service providers are required to provide the same after contracting when submitting invoices for service rendered. PSETA reserves the right to negotiate the price.

10. EVALUATION PROCESS

10.1 PHASE 1 - FUNCTIONALITY EVALUATION

Bids must meet the minimum eligibility criteria in respect of functionality of 70 points out of 100 points that will be awarded for functionality before they are considered further. Any bid that does not meet the minimum eligibility threshold will not be evaluated further on Price. The functionality criteria together with the maximum points to be awarded are set out below:

Phase 1: Functionality Evaluation					
Domain	Evaluation Method	Criteria	Weight	Score	
Company Experience in publicity management.		Company profile detailing the work the company does, including publicity service, the profile must cover these services: media space buying,	NB: All proposals must cover sections outlined in section 4. 1 = Proposal and project plan not acceptable	40	1
					2
					3

	social media handling, brand activations, audio & audio visual production.	(all areas not covered). • 2 = Poorly written proposal and a project plan (few areas covered) • 3 = Average proposal (most areas covered) • 4 = Good proposal (all areas covered but not in depth) • 5 = Excellent detailed proposal (all areas thoroughly addressed in depth)		4
				5
• Knowledge and experience of the publicity agency team leader in in Public	The publicity agency team leader must have: • Relevant experience of lead team	• 1= No submission of CV and/ or certified copies of qualifications	30	1
				2
				3

Relations/ Communication/ Jornalism/ Marketing	member the resource to be directing the projects. Please provide a comprehensive curriculum vitae (CV) indicating the required experience.	2= CV, Certified copies of qualifications and 3-4 years' experience 3 = CV, Certified copies of qualifications and a minimum of 4-5 years' experience. 4 = CV, Certified copies of qualifications and a of 5 to6 years' experience. 5 = CV, Certified copies of qualifications 6 years and above experience.		4
				5
Traceable references of clients where projects of similar nature were conducted	Reference letters as evidence of previous similar work done. (NB: <i>The Reference Letter(s) must be on the letterhead of the previously</i>	1 = No reference letter provided of work previously done. 2 = 1 to 2 reference letters	30	1

	<i>served organisation and should reflect at least name of the organisation, title of the work done, year conducted, year completed, contactable reference name and contact details)</i> Reference letters must be on a letterhead, signed by the CEO/Head/ Project manager of the department and dated.	• of research work previously done • 3 = 3 reference letters of work previously done • 4 = 4 reference letters of work previously done. • 5 = 5 or more reference letters work previously done.		
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PHASE 2: PREFERENTIAL POINTS SYSTEM SCORING

Bidders meeting the minimum functionality criteria, will then be scored on the 80/20 principle, based on their price and specific goals. The bidders with the highest points on price and specific goals will be awarded the contract.

Phase 2: Preferential Point System		Points
Price		80
Special goals		20
Black owned company	8	

Bidder who has 51% to 100% black people ownership		
Women Bidder who has 51% to 100% women ownership	4	
Youth Bidder who has 51% to 100% youth ownership	5	
Disability Bidder who has 51% to 100% disability ownership	3	
Total		100

11. FORMAT OF THE BID SUBMISSION

11.1 Proposals must be submitted physical; the proposals must be submitted in one original and 2 copies

11.1. Company profile indicating all the requirements as per the evaluation criteria.

11.2. Track record and experience

11.3. Submission of all applicable documents as indicated below:

- Certified copy of doctor's certification with medical practice number(in order claim points for disability as per SBD 6.1)
- Certified copies of the director's ID document (to claim points as per SBD 6.1)
- Certified copy of BB-BEE certificate or sworn affidavit
- Valid Tax compliance status (TCS) PIN or proof of exemption from SARS;
- Copy of the registration document of the organisation (CIPC);
- Copy of the Central Supplier Database registration.

12. IMPORTANT MANDATORY INFORMATION FOR BIDDERS

12.1 All Standard Bidding (SBD) documents must be completed and signed.

- SBD 4(each section must be fully completed)
- SBD 6.1(each section must be fully completed)
- Proof of registration on the Central Supplier Database.
- General Conditions of Contract (each page must be entailed/signed)
- Provide three reference letters that include detailed information about organisations where similar services were delivered.

NB: Failure to submit documents requested in section 12(12.3) will render the proposal disqualified.

Bid proposals must be submitted to:

Ms Ursula Mathonsi

Manager: Supply Chain Management The PSETA

Ground Floor, Woodpecker Building Hillcrest Office Park, Lynwood Pretoria

No late applications will be accepted.

No electronic bid applications will be accepted. The Validity periods of the bids is 60 days from the closing date. Please direct all queries to Ms. Ursula Mathonsi via email on ursulam@pseta.org.za or telephonically on 012-4235700.



Handwritten signature and date: 07/05/25