

TERMS OF REFERENCE FOR THE APPOINTMENT OF A PANEL OF SERVICE PROVIDERS FOR MARKETING AND PUBLIC RELATIONS SERVICES FOR THE DEPARTMENT OF ENERGY FOR THE PERIOD OF 24 MONTHS.

1. BACKGROUND

- 1.1. The Department of Energy requires the panel of service providers to provide marketing services. The Department of Energy has a diverse target audience, ranging from Government, Industry, Business, Public Entities, Labour and the general public, as well as international investors. The information needs for these varied target groups in terms of policies, legislation, strategies, and developing sector issues differ. Thus, due to this diversity of the department's target audiences, relevant marketing and Public Relations tools and channels must be used in implementing effective communication processes.
- 1.2. Due to the complexities and diverse nature of these duties, the appointed service providers must comply with the specifications that will be provided as and when the service is required by the Department.

2. SCOPE OF WORK

- 2.1. The successful service providers with the required expertise will be expected to perform the following non-exhaustive marketing and Public Relations functions:
 - 2.1.1. Provision of promotional and marketing material for the Department: this includes Regional Offices, procurement of corporate gifts and clothing, different kinds of banners, and the production of billboards.
 - 2.1.2. The service providers will be required to produce the artwork, layout and design of the required item(s). Themes for these items will vary per occasion or event. Provision must also be made for the submission of five (5) revisions of artworks to the customer's satisfaction. Final copies must be submitted for approval before printing.

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- 2.2. Production of Departmental publications including: books, brochures, newsletters, and pamphlets. The services to be provided will include: editing, translations, layout and design. Provision must also be made for the submission of five (5) revisions of artworks to the customer's satisfaction. Final copies must be submitted for approval before printing.
- 2.3. Provide writing and editorial services to the department, including translation to other official languages.

3. PROJECT OUTPUT

- 3.1. To provide Marketing and Public Relations services to the Department as and when required.

4. PREQUALIFICATION CRITERIA

The service provider must sub-contract a minimum of 30% of the value of the contract to Exempted Micro Enterprises (EMEs) which are 51% owned by Black Youth.

5. NATIONAL FOOTPRINT

The Service Provider must demonstrate their presence or their ability to render services in all Nine Provinces within the Country or indicate their presence per Province.

6. DURATION OF THE PROJECT

The duration of this project is 24 months after the signing of a contract by the successful service provider, subject to general conditions of the contract.

6. BRIEFING SESSION

A compulsory information session will be held on **03 April 2018 at 12h00**, at the Department of Energy, 192 Corner Visagie and Paul Kruger Streets, Pretoria.

7. EVALUATION / CRITERIA

7.1. Project Cost

7.1.1. Service providers will be required to quote as and when required.

7.1.2. Cost must be VAT inclusive and quoted in South African Rand.

7.1.3. Costing should be aligned with the project activities/ project phases.

7.2. Qualification

7.2.1. A minimum of three (3) year tertiary qualification in Communication, Public Relations, and Marketing.

7.2.2. Copies of certified certificates must be attached to the proposal as proof. Functionality points will be forfeited should proof not be attached.

7.3. Company Experience

7.3.1. Minimum of three (3) years experience in Marketing/Communication/Public Relations.

7.3.2. Companies are required to provide proof that they have facilitated/performed similar projects, accompanied by correspondence from three (3) references that such project was executed as well as their contactable references.

7.3.3. Failure to submit correspondence from references will invalidate the points allocated in this category.

7.4. Team Leader and Members Experience

7.4.1. Team leader must have minimum of five years (5) and team members three (3) years working experience in Marketing/Communication/Public Relations.

7.4.2. CV's to be attached on the technical proposal as proof. Bidders will forfeit functionality points should proof not be attached.

7.5. Project Plan / Methodology

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- 7.5.1. Service provider should indicate the methodology that will be used to execute the service or project.
- 7.5.2. Project plan with final outputs and identified timeframes.
- 7.5.3. Management of the project.
- 7.5.4. Service provider should indicate how they will transfer skills, to the departmental officials.

8. EVALUATION CRITERIA

8.1. Bidders will be evaluated based on functionality only. The minimum threshold for functionality is **70 out of 100** points be recommended to participate in the panel of service providers.

Criteria	Weights
Company Experience <ul style="list-style-type: none">❖ Minimum of three (3) years experience in Marketing/Communication/Public Relations. Companies are required to provide proof that they have facilitated/performed similar projects, accompanied by correspondence from three (3) references that such project was executed as well as their contactable references	20 15 5
Qualification of team leader and team members <ul style="list-style-type: none">❖ Team leader and team members must have a minimum of three (3) year tertiary qualification in either Communication, Public Relations or Marketing.❖ Copies of certified certificates must be attached to the proposal as proof. Functionality points will be forfeited should proof not be attached.	15 10 5
Team Leader and Members Experience <ul style="list-style-type: none">❖ Team leader must have minimum of five years (5) working experience in communication, marketing and Public Relations environment.❖ Team members three (3) years working experience in communication and marketing environment.❖ CV's to be attached on the technical proposal as proof. Bidders will forfeit functionality points should proof not be attached.	20 10 5 5
Project Plan / Methodology <ul style="list-style-type: none">❖ Proposed methodology❖ Project plan with final outputs and identified timeframes.❖ Management of the project.❖ Skills transfer	45 20 10 10 5
Total	100

For purpose of evaluation functionality, the following values will be applicable:

1=	Very Poor	Will not be able to fulfill the requirements
2=	Poor	Will partially fulfill the requirements
3=	Average	Will be able to fulfill the requirements
4=	Good	Will be able to fulfill better in terms of the requirements adequately
5=	Excellent	Will fulfill the requirements exceptionally

9. TERMS AND CONDITIONS OF A SERVICE PROVIDER

- 9.1. The Department reserves the right to use the services of Government Communication and Information System (GCIS) as and when required/and terminate the service due to non-adherence to specifications, quality and timelines.
- 9.2. The service provider(s) will be expected to sign a Service Level Agreement (SLA) with the Department prior to commencement of the service.

10. FORMAT AND SUBMISSION OF THE PROPOSAL

- 10.1. All the official forms (SBD) that are included in the bid document must be completed by bidders. Failure to comply will invalidate a bid.
- 10.2. Bidders are requested to submit two (2) copies: 1 original plus copy of the proposal and bid documents.

11. CLOSING DATE

Proposals must be submitted on **16 April 2018 at 11H00**, 192 Corner Visagie and Paul Kruger Streets, Pretoria, in the bid box **marked** Department of Energy. **No late bids will be accepted.**

12. ENQUIRIES

All general enquiries relating to bid documents should be directed to:

Ms Leah Mnguni / Ms Daisy Maraba

Tel No: (012) 406 7703 / (012) 406 7748

E-mail: leah.mnguni@energy.gov.za/ daisy.maraba@energy.gov.za

Technical enquiries can be directed to:

Mr Johannes Mokobane/Ms Zinhle Mbhele:

Tel: (012) 406 7477/ (012) 406 7481

E-mail: Johannes.mokobane@energy.gov.za / Zinhle.mbhele@energy.gov.za