

**RFQ : 05/11/2021 Marketing and awareness raising: African Scientists Directory**

ASSAf seeks to appoint a service provider to market/promote the [African Scientists Directory](#), an online database which tries to capture brief biographical details of scientists on the African continent. The purpose of this database is to connect scientists with one another, but also to make African scientists more visible and accessible.

All technical queries may be directed to Mrs Ina Smith at [ina@assaf.org.za](mailto:ina@assaf.org.za)

All queries relating to the bid documentation may be directed to [scm@assaf.org.za](mailto:scm@assaf.org.za)

Deadline for submissions: **20 November 2021**

**SCOPE OF WORK AND DELIVERABLES**

Launch a social media marketing campaign across relevant social media platforms, to raise awareness of the African Scientists Directory.

Specifications:

- Assist with the development of a content/marketing strategy (incl. a social media marketing strategy).
- Provide input into developing/enhancing the existing product brand.
- Compile content/marketing material in the form of a video advertisement or series of video advertisements and social media posts.
- Assist with setting up a marketing campaign, including using advertisements on Google, Google+, Pinterest, YouTube, LinkedIn, Instagram, Twitter and other social media platforms which attract scientists.
- Advise on how to maintain presence on the various platforms, and schedule content on various platforms.
- Provide an analytics service to monitor the impact of the campaign.

Service providers should have demonstrable expertise or experience in:

- Development of strategies customized to the clients' needs
- Branding of services
- Successful content/marketing campaigns (incl. social media)
- Development of marketing material incl. video advertisements

Service providers should be able to demonstrate that they have the capacity to meet the diverse specifications and tight deadlines.

**SUPPORTING DOCUMENTATION**

- B-BBEE status level verification certificate/Sworn affidavit must be submitted in order to qualify for preference points for B-BBEE).
- Proof of CSD registration.
- Must be tax compliant.
- Quotations must reflect a cost breakdown where applicable. Prices quoted must be inclusive of VAT. In case of a Non Vat Vendor please indicate so.
- Completed Standard Bidding Document (SBD Forms).
- ASSAf has the right to withdraw any quotation at any time within the validity of the quotation. ASSAf will not award the contract to any bidder who does not comply with the terms and conditions of the Standard bidding document and will at its own discretion appoint the next qualifying supplier.

**EVALUATION CRITERIA FOR BIDS**

The evaluation criteria for the assessment of the proposals will be based on functionality. Bidders who score points which exceed the minimum threshold provided on functionality will further be evaluated on price and on the level in the Broad Based Black Economic Empowerment (BBBEE) Status Level Certificates provided in terms of the Preferential Procurement Policy Framework, Act 5 of 2000 and Regulations of 2017.

All bidders who score less than 70 out of 100 points for functionality will not be considered for further evaluation. Bidders may be requested to provide evidence and examples of previous work and/or references.

The 80/20 Broad Based Black Economic Empowerment (B-BBEE) Status level contributor shall be applicable.

The following criteria will be used

**Rating Scale:**

<b>0</b> = non-compliance	<b>1</b> = poor	<b>2</b> = fair	<b>3</b> = good	<b>4</b> = very good	<b>5</b> = excellent
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<b>CRITERIA</b>	<b>GUIDELINES FOR CRITERIA APPLICATION</b>	<b>WEIGHT</b>
Expertise	Expertise and ability to provide scope of the work and deliverables	30%
Experience	Experience in providing scope and deliverables	30%
Capacity	Capacity to deliver on scope and specifications	15%
Client feedback	Feedback from previous or existing clients	10%
Examples of work	Three examples of work of excellence	15%

## **MANDATORY REQUIREMENTS**

In summary, ensure that the following are attached (mandatory requirements):

- The company profile detailing infrastructure, experience, and capacity.
- Three (3) references from past or present clients on similar assignments.
- All Standard Bidding Documents (SBD forms) must be fully completed and signed.

Note: Bidders who fail to comply with the mandatory requirements will be disqualified and not considered for any further evaluation.

Late Bids: Bids received late will not be considered.

ASSAf has the right to withdraw any quotation at any time within the validity of the quotation.