

## CALL FOR EXPRESSION OF INTEREST

-----

### RECRUITMENT OF A COMMUNICATION FIRM OR AGENCY RESPONSIBLE FOR PROVIDING COMMUNICATION AND MARKETING SERVICES FOR CORAF

-----

**Opening date: June 18, 2021**

**Closing date: July 9, 2021**

#### **CEI N° 18-2021**

1. The West and Central Africa Council for Agricultural Research and Development (CORAF) was originally established in 1987 as the Conference of Heads of African and French Agronomic Research Institutions. Membership of CORAF was expanded in 1995 to include 23 National Agricultural Research Systems (NARS) of the following West and Central Africa (WCA) countries.; Benin, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Congo, Cote D'Ivoire, Democratic Republic of Congo, Gabon, The Gambia, Ghana, Guinea, Guinea Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Sao Tomé & Principe, Senegal, Sierra Leone and Togo.

The primary objective of CORAF is to improve livelihoods in West and Central Africa through sustainable increases in agricultural production and productivity, as well as promoting competitiveness, and markets. This objective is achieved through addressing the critical issues of food and nutrition insecurity, chronic poverty, and youth unemployment within the framework of the following core functions: (i) Coordination and Capacity Strengthening, (ii) Scaling Technologies and Innovations, (iii) Creating an enabling regional environment at regional for technology flows and increased trade, and (iv) Knowledge Management and Learning. To learn more about CORAF's mission and mandate, visit: <https://www.coraf.org/our-mission/>

Communication is one of the means for positioning CORAF in the complex ecosystem of agricultural development stakeholders. Despite the global disruptions caused by the COVID-19 pandemic, CORAF witnessed the introduction of diverse virtual and social media tools. For instance, a compilation of media reports of program launch events shows positive mentions of CORAF in the digital space.

The efforts taken by the CORAF Executive Secretariat under public image and outreach is aimed at ensuring CORAF becomes a leading resource partner, and not merely an implementing agency of third-party programs.

2. That is why, CORAF seeks to recruit an external communications/PR firm to provide specific external communications services and key creative marketing services for its regional advocacy

and outreach programs that target a variety of stakeholders. The tasks to be performed as well as other information relating to the call are detailed in the terms of reference attached.

3. The Executive Director of CORAF invites specialized consulting firms to express their interests for this call by providing information indicating that they are qualified to perform such services (documentation concerning the consulting firm, references in similar missions, experiences in similar conditions, logistics available, staff proposed, etc.).

4. In accordance with the rules contained in the CORAF Administrative, Financial and Accounting Procedures Manual, the selection will be carried out according to the method based on the qualification of Consultants (SQC). The selection criteria are defined below:

**A. Cabinet experience scored out of 40 points**

- Have carried out at least two (2) similar missions on behalf of programs or development partners or State Agencies (5 points per relevant reference)
- Have carried out two (2) similar missions in the development and / or implementation of a communication strategy on behalf of programs or development partners or State Agencies (5 points per relevant reference).
- Have carried out two (2) digital communication missions (digital communication campaign, internet referencing, digital event coverage, emailing, etc.) (5 points per relevant reference)
- The Consultant must have at least three (3) years of relevant experience in a country and / or a region of West and Central Africa (scored out of 10 points).

**B. Team Profi (Key personnel) scored out of 60 points**

- **Senior expert Head of mission** (Bac + 5 in communication) with at least 10 years of experience in the fields of Communication, Social Sciences, communication / marketing, public relations and advisory support within national organizations / international or equivalent and having carried out at least three (03) similar missions in support of the implementation of a communication plan or strategy; it will be scored out of 25 points distributed as follows:
  - o Qualification (Diploma and certificates): 10 points
  - o Professional experience: 15 points or 5 points per relevant reference.
- **Expert in marketing or Social Communication or Institutional Communication** (Bac + 4/5 in communication, social sciences or related field) with 10 years of experience in the field of Communication. He must have participated in at least two (02) similar missions in support of the implementation of a communication plan or strategy; it will be scored out of 15 points distributed as follows:
  - o Qualification (Diploma and certificates): 5 points
  - o Professional experience: 10 points or 5 points per relevant reference
- **Expert in digital communication** (Bac + 4/5 in communication), having at least 5 years of experience and having participated in at least two (02) similar missions in support of the implementation of a communication plan or strategy with production of digital media; it will be scored out of 10 points distributed as follows:
  - o Qualification (Diploma and certificates): 5 points
  - o Professional experience: 5 points or 2.5 points per relevant reference

- **Expert in journalism** (Bac + 4/5 in communication) with at least 7 years of experience and having participated in at least two (02) similar missions in supporting the implementation of a communication plan or strategy; it will be scored out of 10 points distributed as follows:
  - o Qualification (Diploma and certificates): 5 points
  - o Professional experience: 5 points or 2.5 points per relevant reference

**The firm ranked 1st at the end of the selection procedure will be invited to negotiations with a view to concluding a contract.**

5. Interested firms and agencies can obtain additional information from the CORAF Executive Secretariat by sending correspondence to the CORAF Communications and Marketing Manager by e-mail to **d.akana@coraf.org** from **9h to 16h GMT**.

6. Applications must be submitted by e-mail to the following address : **procurement@coraf.org** on **July 9, 2021 before 10:00 AM** at the latest.

**Executive Director**  
**Dr. Abdou TENKOUANO**

# **TERMS OF REFERENCE (TOR)**

## **Recruitment of a communications firm/agency to provide communications services and creative marketing services to CORAF**

### **1.0 Introduction**

The West and Central Africa Council for Agricultural Research and Development (CORAF) was originally established in 1987 as the Conference of Heads of African and French Agronomic Research Institutions. Membership of CORAF was expanded in 1995 to include 23 National Agricultural Research Systems (NARS) of the following West and Central Africa (WCA) countries; Benin, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Congo, Cote D'Ivoire, Democratic Republic of Congo, Gabon, The Gambia, Ghana, Guinea, Guinea Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Sao Tomé & Príncipe, Senegal, Sierra Leone and Togo.

The primary objective of CORAF is to improve livelihoods in West and Central Africa through sustainable increases in agricultural production and productivity, as well as promoting competitiveness, and markets. This objective is achieved through addressing the critical issues of food and nutrition insecurity, chronic poverty, and youth unemployment within the framework of the following core functions: (i) Coordination and Capacity Strengthening, (ii) Scaling Technologies and Innovations, (iii) Creating an enabling regional environment at regional for technology flows and increased trade, and (iv) Knowledge Management and Learning. To learn more about CORAF's mission and mandate, visit: <https://www.coraf.org/our-mission/>

### **2.0 Justification**

Communication is one of the means for positioning CORAF in the complex ecosystem of agricultural development stakeholders. Despite the global disruptions caused by the COVID-19 pandemic, CORAF witnessed the introduction of diverse virtual and social media tools. For instance, a compilation of media reports of program launch events shows positive mentions of CORAF in the digital space.

The efforts taken by the CORAF Executive Secretariat under public image and outreach is aimed at ensuring CORAF becomes a leading resource partner, and not merely an implementing agency of third-party programs. In this regard, CORAF's Communications and Marketing has, since 2016 has, been guided by a comprehensive strategy for visibility, accountability and impact.

The purpose of the Communication and Marketing Strategy is to facilitate the successful implementation of CORAF programs with the right communication to the right audiences and at the right time. It aims to ensure that all communications is relevant, simple and supported by tangible evidence.

CORAF requires non-residential expertise to support the Executive Secretariat for the implementation of the Communication and Marketing Strategy.

### **3.0 Objective**

The main objective of this TOR is to select a qualified and experienced communications agency/firm that proposes a suitable and tailored retainer basis work-program for external communications services and key creative marketing services to CORAF as part of its regional advocacy and outreach programs that target a variety of stakeholders. The selected Agency/Firm will implement the Plan over a period of 12 months across CORAF's ecosystem that are directly and indirectly involved in its activities and projects as well as disseminating information about CORAF nationally and regionally.

### **4.0 Expected Outputs from the service**

The overall expected output of the assignment is to improve CORAF's communications efforts from the Secretariate level. Therefore, the agency/firm will have to familiarize itself with the current CORAF Strategic Plan, Operation Plan, Advocacy and Outreach Strategy and Communication and have a comprehensive understanding of CORAF's system and its network of stakeholders to effectively carry out a wide range of external communications and marketing initiatives. The delivery of the following outputs are proposed in the TOR:

Output 1: Communications, Marketing and Public Relations

Output 2: Event Management and Hosting

#### ***4.1 Output 1: Communications, Marketing and Public Relations***

It is expected that the agency/firm will provide creative services that normally include but may not be limited to:

- Writing, editing and proof reading of documents
  - Writing of fact sheets, briefing documents, feature articles, press releases, brochures, newsletters
  - Review of fact sheets, briefing documents, feature articles, press releases, brochures, newsletters
  - Design and layout support
- Developing communications strategy for projects
- Interactive/digital marketing and support for advertising campaigns
- Video and audio production
  - Photography, including editing, of events / activities
  - Videography, including editing, of events / activities
  - Conducting community engagement
- Media planning, buying and analysis: During the assignment all media channels (including radio, print, social media, TV) will be utilized according to the various needs of CORAF. Tailored media outreach or publication will target national, regional and international audiences, partners and donors. The role of the firm is to:
  - Facilitate and ensure there are slot in the various mediums. Facilitate TV, radio and newspaper coverage of events. Produce jingles in local languages and French/English for regular airing on radio and TV, as
  - appropriate

#### ***4.2 Output 2: Event Management and Hosting***

- Provide a comprehensive set of event management services for both on-line and physical (in-person) meetings including but not limited to the following:
  - **Pre-event Support**

- **Event registration:** Create a branded event registration page for users to sign-up with ability to customize number and type of questions
- **Invitation and reminders emailing:** Send event invitations and reminders to join by email to entire population or to segments
- **Custom email templates:** Customize existing CORAF emails templates and create brand new templates from scratch
- **RSVP/Attendee management:** Import user from spreadsheet files or connect third-party registration systems or CRM and manage updates
- **Agenda management:** Design multi-day agenda with sessions & tracks including spreadsheet import, session start/end time, title & tags.
- **Branded logos, banners and colors:** Configure overall branding with icons, logos, banners and color themes on a per-event basis
- **Facilitation and Speaker Management**
  - **Speaker management:** Import speaker details from spreadsheet or manually, including speaker name, photos and bio.
  - **Session Facilitation:** Moderate discussions and deliberations for all meetings
  - **Session registration:** Let users register to a specific set of agenda sessions, and choose whether to set restrictions, capacity and waitlisting (as needed)
  - **Push notifications and alerts:** Send alerts and notifications through email messages, web notifications and mobile app push notifications
  - **Personalized alerts:** Make alerts personalized based user data and including merge fields
- **Meeting Engagement and Activation:**
  - **Moderated Q&A:** Filter questions until they have been vetted through a dedicated moderation interface.
  - **Survey and feedback:** Send a notification with a form containing free text questions, multiple choice questions and/or rating scales
  - **Brainstorming:** Provide a platform to facilitate brainstorming activities online both for internal CORAF staff and an external audience.
  - **Whiteboard:** Make a session collaborative by offering a shared space to draw and annotate
  - **Survey targeting:** Target a survey to a specific group based on user data
- **Post Meeting Support and data analysis**
  - **Meeting report:** Collaborate with CORAF staff and develop a post event recap to include policy recommendations for implementation
  - **Usage analytics:** Aggregate content consumption and feature usage analytics for optimization
  - **Behavior analytics:** Aggregate user behaviors and navigation flows throughout the application for user interface optimization
  - **Attendance tracking:** Track physical or virtual attendance to activities with door scanning, self-certification, PIN code or analytics-based
  - **Knowledge base:** Offer web knowledge with guides and articles on all key topics and online videos for training new users and for advanced topics

## 5.0 CORAF Inputs

CORAF will provide all background information on CORAF's Communications and Advocacy Strategy to assist the agency/firm in providing the services. These include:

- Strategic Plan
- Advocacy and Outreach Strategy

- Knowledge Management Strategy
- Programme/Event outlines during sessions and programmes
- Briefing documents and sessions
- Introduce the firm to all relevant stakeholders and request their cooperation with the agency for the delivery of services
- Manage the following related cost:
  - Placement of events on radio, print and television
  - All Printing of materials
  - Transportation for the agency/firm consultants for travel to events

## 6.0 Expected Deliverables

Tasks	Outputs	Frequency
i. Writing, editing and proof reading of documents	Annual Reports for 6-12 projects; 1 Institutional Annual; Report Policy briefs	Yearly
ii. Developing communications strategy for projects (eg TARSPPro, BIORISKS, CORAF Comms etc)	3 projects and 1 institutional level	Ad hoc
iii. Design and layout support		Ad hoc
iv. Interactive/digital marketing and support for advertising campaigns	1 (CORAF ES) and multiple project initiatives	Ad hoc
v. Video and audio production –	6 videos (2.5min) by project and CORAF support in Central Africa and West Africa (5min) + 5 videos	Monthly
vi. Media planning, buying and analysis		Ad hoc
vii. Event Management and Hosting	30 virtual events	Monthly

## 7.0 Implementation Approach

The consultant should, in his methodological approach, emphasize the aspects below, among others and not limited to:

### 7.1 *Provision of Strategic Communication Services*

- a. The proposed approach and methodology towards outsourcing institutional communications and marketing activities of international NGO.
- b. The proposed approach to manage and host marketing events for an international NGO. (offerors will be evaluated based on their creativity, innovative and thinking outside of the box approach towards this task)
- c. Relevance to the organization in question (its regional mandate and technical service offering)
- d. The proposed plan to raise the visibility of the International NGO and build the capacity of internal staff where necessary
- e. A tentative program schedule for implementing the assignment

### 7.2 *Corporate Capabilities*

- a. Offeror must possess a professional license to operate as a communications/PR service provider in a West or Central African country, and must be in documented good standing, as evidenced by a current, valid national business

registration and a certificate of accreditation with an in-country or international communication and media agency or body.

- b. Offeror must have documented ability to meet the required delivery timelines (after June 2020).
- c. Offeror must possess three (3) years of relevant country and/or West and Central Africa regional experience.

### **7.3 Past Performance**

- a. Provide a list of at least three (3) recent awards of similar scope and duration. The information shall be supplied as a table, and shall include the legal name and address of the organization for which services were performed, the duration of the work contract. A current contact phone number of a responsible and knowledgeable representative of the organization. Offeror must have positive references from current and previous clients.
- b. Provide a list or case studies of relevant external communications assignment, PR campaigns or projects relevant to the scope (Research and Innovation, food security, agriculture and agriscience).

## **8.0 Profile of the Consultant and composition of the Key Team**

The Consultant (Firm) will have to justify similar experiences with Research / Development Programs, Development Partners or State Agencies, missions in the fields below:

- Institutional and / or marketing communication;
- Development and / or implementation of communication strategy;
- Digital communication (digital communication campaign, internet referencing, digital event coverage, e-mailing, etc.);

The Consultant must have at least three (3) years of relevant experience in a country and / or region of West and Central Africa (scored out of 10 points).

The consultant's team must be made up of experts whose profiles are defined below:

- **Senior expert Head of mission** with a Bac + 5 level in communication with at least 10 years of experience in the fields of Communication, Social Sciences, communication / marketing, public relations and advisory support within national organizations / international or equivalent and having carried out at least three (03) similar missions in support of the implementation of a communication plan or strategy.
- **Expert in marketing or Social Communication or Institutional Communication** with a Bac + 4/5 level in communication, social sciences or related field with 10 years of experience in the field of Communication. He must have participated in at least two (02) similar missions in support of the implementation of a communication plan or strategy.
- **Expert in digital communication** with a Bac + 4/5 level in communication, having at least 5 years of experience and having participated in at least two (02) similar missions in support of the implementation of a communication plan or strategy with production of digital media.
- **Expert in journalism** with a Bac + 4/5 level in communication) with at least 7 years of experience and having participated in at least two (02) similar missions in support of the implementation of a communication plan or strategy.