

Terms of Reference for PR Agency for Soul City Institute for Social Justice

1. Background

The services of a Public Relations Agency are required to support Soul City Institute. The aim of the engagement of the Public Relations Agency is to use all forms of media and communication to plan and oversee PR activities and ensure effective communication with stakeholders, media, and the public.

Organisational Overview:

We are an intersectional feminist organisation, working to ensure that girls, young women and gender minorities enjoy substantive equality, with access to resources and opportunities that enable them to live fulfilling lives.

The Soul City Institute is guided by the South African Constitution, with a focus on parts such as Section 27 that outline that everyone has the right to have access to healthcare services, including reproductive healthcare. We work tirelessly to make these and other rights such as the right to freedom, dignity and equality a reality for all, particularly for those who find themselves on the margins of oppression. SCI operates according to the principles and values of human rights, using an intersectional approach to ensure that nobody is left behind in the goal of eradicating poverty and ensuring equity for all.

Soul City has been successfully implementing comprehensive services across social justice and feminism across the country for the past 28 years, targeting key and vulnerable populations including girls, young women and gender minorities amongst others.

OUR MISSION

We promote, support and amplify girls, young women and gender minorities' feminist consciousness, voice, agency and activism.

OUR VISION

A just society where girls, young women and gender minorities live with dignity, exercise self-determination, and have the health and well-being to achieve their fullest potential.

Purpose of the PR Engagement: To enhance the organisation's new feminist identity in the public, engage more effectively with stakeholders, amplify its advocacy messages, and to craft a PR Strategy for the SCI's 30th anniversary.

Directors:

**T Mofokeng (Chairperson), D Conco (Deputy Chairperson),
N Khampepe, P Kodisang (CEO), T May, H Ndhlovu, E Phaswana,
R Sparks, D Dlamini (CFO), C Teffo, A Xhantini
Company Secretary: G Padayachee**

2. Objectives

Awareness and Education: Increase public awareness about intersectional feminism and its impact, targeting a diverse audience through educational campaigns and media engagements.

Rights Advocacy: Advocate for gender and health rights in alignment with the South African Constitution.

Voice Amplification: Provide platforms for marginalised groups, emphasising their stories and challenges.

Cultural Change: Drive campaigns to shift societal norms and attitudes towards gender and equality.

Support Activism: Foster activism and agency among target groups through empowering campaigns and workshops.

3. Scope of Work

We are searching for an agency who can support across all the following areas:

- **Communications and Campaigns**
 - Working with the Communications and Advocacy Manager, build a comprehensive Communications Strategy for the Soul City Institute for Social Justice that supports our Strategic Plan. This may also include identifying new strategic creative ideas for bringing our issues to life.
 - Developing creative campaign concepts, messaging, and assets that support political action including events around key dates such as health calendar days, 16 Days of Activism, International Abortion Day and annual AGM.
- **Design and Creative Support**
 - The Soul City Institute for Social Justice has an existing branding guide. We are looking for support in developing a range of creative assets – including creative artwork, design templates, fundraising tools, event collateral and digital content, bringing to life key communication moments and messages through engaging, impactful visuals.
- **Press and Media**
 - Planning, writing, and pitching op-eds and news pieces. We are looking for agencies that have strong connections and close contacts with national and regional publications. Our op-eds are often authored by our beneficiaries, so an understanding of political and feminist framing around feminism, bodily autonomy and SRHR is essential.
 - Developing a PR strategy that continues to build engagement with the organisation and its beneficiaries, positions Soul City Institute in spaces of influence while building awareness and support with new audiences.

4. Duration

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Contract Period: 8 months (August 2024 to February 2025)

Review Points: Quarterly reviews to assess progress and adjust strategies.

5. Deliverables

Monthly Reports: Updates on PR activities, media coverage, and campaign impact.

Event Reports: Detailed summaries of each event, including media coverage and participant feedback.

Final Report: Comprehensive overview of the campaign's effectiveness and recommendations for future initiatives.

6. Process & timelines for tendering

Advertise tender brief	14 June 2024
Virtual tender briefing (Open to all interested parties)	20 June 2024 @ 12:00 (link to be forwarded)
Bidders to submit written questions on or before:	25 June 2024
Soul City Institute to respond to bidders' written questions on or before:	28 June 2024
Proposal submission	Companies must respond to tender brief and proposal requirements and submit their proposal by email to be received by Soul City Institute prior to 16h00, 01 July 2024.
Evaluation of proposal and presentation stage	All responses will be evaluated against the pre- identified and successful companies will be short- listed. Notification of the results of the tenders will be made no later than on 08 July for possible interviews on 12 July 2024. The presentation process will be undertaken via a small panel on a date to be shared with the shortlisted companies.
Project Initiation and contracting process	01 Aug 2024

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7. Evaluation

7.1 Criteria for selection of the proposals

- The award of the contract will be made to the service provider whose proposal has been evaluated and determined using the criteria detailed as follows:
 - Technical Criteria weight: 60 points.
 - Financial Criteria weight: 30 points.
 - BBBEE Status Level Certificate: 10 points.
- Only candidates obtaining a minimum of 45.00 points (75%) out of a maximum 60 points on the Technical Evaluation will be considered for the Financial Evaluation.

7.2 Criteria for Technical Evaluation (60 points maximum)

- 5-10 years relevant professional experience in public relations and media and other related field such as journalism, public affairs, and marketing. (10 points)
- Comprehensive proposal on the communications strategy and action plan for Soul City. (20 points)
- Sound technical proposal detailing their interpretation of the TOR, proposed methodology including sampling framework and work schedule. (20 points)
- Proven experience and understanding of public relations and communications at NGO level, and proven ability to position and advocate for issues effectively. (10 points)

7.3 Financial Evaluation (30 points maximum)

A. Pricing (20 points)

- We seek a breakdown of all costs, to be capture on the pricing template (Annexure A)
- Failure to price as per the provided pricing template will result in automatic disqualification from pricing evaluation
- Points for pricing evaluation will be calculated in accordance with the formula stated below.
- Pricing evaluation formula:

Price evaluation formula	Points
$P_s = 20 \left(\frac{P_t - P_{min}}{P_{min}} \right)$	20

Where

P_s = Points scored for price of proposal under consideration

P_t = Rand value of proposal under consideration

P_{min} = Rand value of lowest acceptable proposal

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B. Company Documentation (10 points maximum)

- Company Profile & three client references
- A valid tax clearance certificate from SARS & proof of VAT registration (if applicable)
- Latest copy of Bank Letter (Not older than 3 months)
- A copy of the Certificate of incorporation and relevant up to date COR39 issued by CIPC.
- Identity documents of each director

7.4 BBBEE Evaluation (10 points maximum)

- The below points will be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

B-BBEE Status Level of Contributor	Number of Points
Level 1-2	8
Level 3-4	6
Level 5-8	2
Non-Compliant	0

An entity with at least 30% Black women ownership will be awarded a further 2 points

8 Submission of Proposals

Proposals are to be electronically submitted to procurement@soulcity.org.za not later than the closing date which is the 28 June 2024 at 16:00.

No late proposals will be accepted and considered for evaluation. Soul City reserves the right to award the contract to one or more service providers.

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