

THE REPUBLIC OF RWANDA



**Rwanda Development Board
P.O. BOX 6239 Kigali
Email: procurement@rdb.rw**

Bidding document for: HIRING AN INDIVIDUAL DIGITAL MEDIA CONSULTANT

Title of the Tender:

**HIRING A DIGITAL MEDIA
CONSULTANT**

REFERENCE NUMBER

REFER TO E-PROCUREMENT

Procurement Method:

INDIVIDUAL CONSULTANT METHOD

I. NOTICE

INVITATION FOR BIDS: HIRING A DIGITAL MEDIA CONSULTANT

Procuring Entity: Rwanda Development Board

Procurement Method: Individual consultant

Source of Financing: Ordinary Budget of the Government

The Government of Rwanda through Rwanda Development Board is pleased to invite all interested and experienced individual Digital Media Consultant to submit their proposals for the above consultancy services.

Participation is open on equal conditions to all experienced individual consultants. Interested consultants must provide all information related to their experience and qualifications which will be verified based on national procedures governing the public procurement.

The tender is distributed in only one indivisible lot.

The terms of reference containing detailed requirements and conditions for participation may be obtained from the E-procurement system for Rwanda (www.umucyo.gov.rw), free of charge.

All bids will be submitted online using the e-procurement system as mentioned above before **29/03/2022** at **11:00 am** local time. Late bids will not be accepted by the system. Bids will be opened automatically by the e-procurement system on the same day at **11:30 am**, local time.

The bids shall remain valid for a period of **120 days** starting from the submission deadline above mentioned.

All interested bidders may obtain some complementary information by writing using the procurement system not later than **seven days** before the fixed deadline for the submission of bids.

II.TERMS OF REFERENCES TO HIRE DIGITAL MEDIA CONSULTANT

1. BACKGROUND

As the lead institution for fast-tracking private-sector-led economic growth, the Rwanda Development Board (RDB) works with various public and private institutions as well as external partners and stakeholders to create an enabling environment to promote investments and trade in the country's priority sectors.

Through its Communications Department, RDB plays a key role in leading the country's various marketing and communications needs.

From changing general perceptions of the country to promoting Rwanda as a favourable business and tourism destination, the RDB Communications Department, under the Chief Strategy and Compliance Officer, works to ensure Rwanda and the organization's strategic communications objectives are met.

In addition, RDB has strategic partnerships such as the sports sponsorship agreements with English and French football clubs, Arsenal and Paris Saint-Germain and the newly inaugurated Basketball Africa League, a subsidiary of the United States' National Basketball Association (NBA), to promote Rwanda as a sports tourism hub. In addition, RDB's film office is mandated to position the country as a premiere film destination.

To achieve this, the RDB Communications Department works closely with the tourism and marketing teams, among other offices, to create and distribute compelling content that increases recognition and affinity for Rwanda as a diverse and attractive investment and tourism destination.

Therefore, RDB is looking for skilled and experienced communications professionals to join the RDB Communications team to assist in the strategic planning and execution of communication and marketing activities for RDB and its tourism flagship, Visit Rwanda.

Digital engagement plays an important role in communications today. Use of digital media platforms will help position RDB as a knowledge leader, expand outreach and broaden engagement with RDB initiatives. Effective use of digital media channels for communication of RDB's key messages, through relevant content, experience and dialogue, will enable us to connect directly with our stakeholders and audience

The Digital Media consultant, will ensure that RDB takes on a creative and innovative approach in communicating and marketing RDB and Visit Rwanda campaigns for digital platforms in order to increase Rwanda's visibility and positioning as the best place to visit and invest in Africa.

2. JOB DESCRIPTION

The successful candidates will be required to perform the following functions/deliverables:

1. Develop and implement RDB's digital engagement strategy
2. Integrate digital media into all aspects of the RDB Communications Strategy
3. Proactively create editorial content-written, audio visual and digital (stories, photos, advocacy images, contests, campaigns, audio, video, infographics, etc.) on RDB & Visit Rwanda initiatives and adapt for media pitching, web and social media. Ensure content is aligned with RDB's mandate

4. Assist in initiating, streamlining and prioritizing ongoing digital media activations under the Visit Rwanda partnerships
5. Ensure active engagement with online audiences through regular posting on social media platforms
6. Ensure timely responses to messages and comments on social media platforms. Ensure key deadlines are met for the dissemination of time-sensitive content.
7. Ensure increase in engagement (reach, impressions, following) across RDB & Visit Rwanda social media and digital channels.
8. Develop and maintain a web and social media calendar and content plans of content themes and all upcoming coverage schedules according to the calendar.
9. Prepare media kits for key events, initiatives, campaigns, launches etc and share with relevant stakeholders.
10. Prepare and submit timely monthly analytics and reports on engagement for all RDB and Visit Rwanda platforms. Monitor ROI and KPIs using focused analytics channels such as Google Analytics.
11. Liaise with RDB Marketing teams to ensure brand consistency online and on social media platforms
12. Suggest and implement visual and direct marketing and communications methods to increase Rwanda's visibility globally
13. Stay up-to-date with digital media trends
14. Perform other duties that may be required by the Communications Division and Senior Management of RDB

3. MINIMUM QUALIFICATIONS & EXPERIENCE

RDB is looking for a candidate with the following profile:

a) 1 Digital Media Specialist

- Bachelor's degree in Digital Media, Marketing, Communication, Public Relations, Journalism or a related field
- A minimum of 3 years proven working experience in digital content management, including social media. An exception will be granted to high potential candidates with less working experience than 3 years.
- Sound knowledge of lead generation, digital marketing tools, social media platforms and SEO best practices
- Knowledge and understanding of the local and international digital media landscape and trends
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.
- Experience in designing, writing and managing digital content in various forms, including websites, blogs, press releases, and other social media platforms
- Experience with visual communications principles, graphic design, web design and content management systems
- Ability to report on qualitative and Quantitative analytics
- Working ability on audio visual tasks such as taking quality photographs and basic photo editing skills.
- Strong verbal and written communications skills
- Ability to multitask and perform under tight deadlines

4. SUPERVISION AND REPORTING ARRANGEMENTS

The Consultant will be supervised by the Head of Communications

5. DURATION OF THE ASSIGNMENT

The duration of the assignment is one year, renewable.

6. LOCATION

The Consultant/expert will be located at the RDB and will be expected to travel when needed

7. APPLICATION

Application to this tender will be made through the public procurement online platform www.umucyo.rw, and it is up to interested experts to check the requirements specified in the tender document. All submissions received after the deadline will not be considered.

8. EVALUATION CRITERIA

The criteria for evaluation were set according to the requirements expressed in the Terms of Reference, which are; the **experience** of the consultant/expert as provided in the Curriculum Vitae (C.V), qualifications, Cover Letter Outlining & Demonstrating Candidate's Relevant Skills & Experience, and a note showing understanding of the scope of work.

9. SCORING CRITERIA

Marks will be awarded given taking into consideration the following general criteria and guidelines subject to review of required documentation and where the candidate qualifies for Stage 2, an in-person interview:

STAGE 1 (Document Evaluation)

Nº	CATEGORY	SCORE
Hiring of a Digital Media Consultant		
1	<u>Demonstrated Qualifications</u>	[30]
	Bachelors Degree in Digital media, marketing or communications from a reputable institution	10
	A well detailed and updated CV, highlighting the experience, skills, competencies, knowledge areas, and track records as per the terms of reference. (3 years minimum of experience required (except where the 3 year experience is waived for high potential candidates)	20
2	<u>Cover Letter + Portfolio Outlining & Demonstrating Candidate's Relevant Skills & Experience on Criteria Below</u>	[20]
	1. Digital Media Consultant: Illustration & list of experience in implementing digital media content Experience work in creative industries, media, and or development roles (Minimum 3 years of experience required- (except where the 3 year experience is waived for high potential candidates)	10

	2. Illustration & examples of an excellent proven track record to conduct campaigns, Extensive experience using digital media platforms, developing content for online platforms promoting Rwanda and or a brand.	10
4	A well-detailed note showing understanding of the scope of work	[10]
TOTAL		<u>60</u>

STAGE 2 (Interview)

N ^o	CATEGORY	SCORE
Hiring Communications Consultants		SCORE
1	<u>Interview</u>	[40]
	In-Person interview	40
TOTAL		<u>40</u>

8. BIDDING PROCESS

Consultants should submit the following documents:

- Qualifications and experience of applicants (CVs, accreditation certificates, description of similar assignments, etc.);
- Cover Letter Outlining & Demonstrating Candidate's Relevant Skills & Experience
- The note showing an understanding of the scope of work.

The minimum technical score required to be interviewed: **50** marks out of 60 in Stage 1

Candidates who pass Stage 1 will need to score at least **80** marks out of 100 to pass the overall technical assessment (Stage 1 and Stage 2).

Following the ranking of expression of interest (technical proposal), the highest-ranked consultants with passing marks will be invited to open financial Proposals.

Expressions of interest must be submitted through Rwanda Online eProcurement System (<http://www.umucyo.gov.rw>).

Annex**A. CONSULTANT'S REFERENCES****Relevant Services carried out in the Last three Years
That Best Illustrate Qualifications**

Using the format below, provide information on each assignment for which you were contracted for

Assignment Name:		Country:
Location within Country:		Professional assisting Staff Provided by the Consultant/Entity(profiles):
Name of the Procuring Entity:		Nº of Staff:
Address:		Duration of Assignment:
Start Date (Month/Year):	Completion Date (Month/Year):	Approx. Value of Services (in Current RWF, US\$, EURO, ect.):
Name of Associated Consultants, If Any:		Nº of Months of Professional Staff Provided by Associated Consultants:
Narrative Description of Project:		

Consultant's Name and legal status: _____

B. A WELL-DETAILED NOTE SHOWING THE UNDERSTANDING OF THE SCOPE OF THE ASSIGNMENT

