

**THE REPUBLIC OF RWANDA**



**Rwanda Development Board  
P.O. BOX 6239 Kigali  
Email: [procurement@rdb.rw](mailto:procurement@rdb.rw)**

**Bidding document for: HIRING AN INDIVIDUAL BRAND COMMUNICATION CONSULTANT**

**Title of the Tender:**

**HIRING A BRAND COMMUNICATION  
CONSULTANT**

**REFERENCE NUMBER**

**REFER TO E-PROCUREMENT**

**Procurement Method:**

**INDIVIDUAL CONSULTANT METHOD**

**I. NOTICE**

## **INVITATION FOR BIDS: HIRING A BRAND COMMUNICATION 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 Brand Communication 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](http://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 **10:00 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 **10:30 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 AN BRAND COMMUNICATION 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.

The Brand Communications Consultant will ensure that RDB takes on an innovative approach in marketing the country by implementing strategic and creative communication strategies through mediums that can attract investors and tourists and, most importantly, promote Rwanda as the best place to visit and invest in Africa.

## **2. Job Description**

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

1. Provide support to the implementation of the RDB Communications Strategy by developing relevant communications content and products.
2. Participating in planning, and implementing RDB & Visit Rwanda's marketing and communications activities, from conceptualizing to execution, and applying strategic planning and systematic implementation of all activities
3. Prepare relevant quality and timely strategic content, products and services aimed at raising awareness and increased visibility of RDB & Visit Rwanda key strategies, initiatives and activities.
4. Drafting and editing of quality written communications content as required such as: briefs, interview talking points, press releases, web copy, newsletters, FAQs, etc
5. Provide support in coordination of internal RDB departments and units to provide the required communication support across the organization.

6. Provide support in advocating for RDB's communications objectives and in ensuring that all internal and external stakeholders are well informed about RDB's various communications activities and goals
7. Identify new initiatives to increase visibility of Visit Rwanda and other RDB communications activities
8. Identify and support opportunities to create visibility for Visit Rwanda through its strategic partnerships, identification of brand ambassadors/champions, relevant campaigns and relationships with local and international personalities.
9. Ensure timely preparation and of the periodic work plans and progress/final substantial reports and submit to the Communications Division Manager as appropriate.
10. Ensure regular contact with external stakeholders of RDB & Visit Rwanda and provide support towards strengthened outreach and engagement with external stakeholders to ensure full participation in the identification, planning and execution of joint communications activities
11. Build relationships with key media and media partners and keep them regularly informed of RDB & Visit Rwanda communications and marketing initiatives
12. Assist in initiating, streamlining and prioritizing ongoing activations under the Visit Rwanda partnerships
13. Provide support in the conceptualization, execution and management of communications events including preparing materials, organizing meetings and facilitating as required.
14. Advise on concepts for written, and digital media content for Visit Rwanda campaigns and events aligned with RDB's mandate
15. Suggest and implement visual and direct marketing and communications methods to increase Rwanda's visibility globally
16. Liaise with RDB Marketing teams to ensure brand consistency and stay up-to-date with latest digital media trends
17. Perform other duties that may be required by the Communications Division and Senior Management of RDB

### 3. MINIMUM QUALIFICATIONS & EXPERIENCE

RDB is looking for consultants with the following profiles:

#### a) 1 Brand Communications consultant

- Bachelor's Degree or higher in communications, marketing, public relations, journalism or a related field, from a reputable institution.
- At least 3 years' experience working in public relations, corporate marketing and communications preferably with knowledge of nation branding.
- Excellent written and verbal communications skills, including writing for various platforms (internal, external, press releases, newsletters, social etc.).
- Experience in implementing communication and marketing strategies
- Experience in creating and managing digital media strategies using a variety of platforms
- Experience with creative direction, including video, photography, print, and digital.
- Good understanding of Government of Rwanda functioning and the relationship between RDB and the different ministries.
- Good understanding of the media in Rwanda, and the relationship between government and media. Demonstrable awareness of dealing with sensitive media issues.
- Demonstrable ability to work to tight deadlines.
- Display knowledge and awareness around capturing delicate/sensitive issues and translating into appropriate results.
- Ability to convene and organize events.
- Possess the skills to mobilise partners into action.
- Strong ability to think strategically, solve problems, set priorities and work under pressure
- Exceptional interpersonal skills and the ability to work with various team members, clients and colleagues in all capacities.
- Professional, detail orientated with high standards of integrity and work product with proven ability to meet deadlines.
- Fluent in either English, French or both. Working knowledge of Kinyarwanda

#### 4. SUPERVISION AND REPORTING ARRANGEMENTS

The Consultant will report to 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](http://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
<b>Hiring of a Communications Consultants</b>		
1	<b><u>Demonstrated Qualifications</u></b>	<b>[30]</b>
	Bachelor's Degree or higher in Communications or Marketing 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)	20
2	<b><u>Cover Letter + Portfolio Outlining &amp; Demonstrating Candidate's Relevant Skills &amp; Experience on Criteria Below</u></b>	<b>[20]</b>

<p><b>1. Brand Communication Consultant:</b> Illustration &amp; list of experience in implementing communications and marketing strategies, Understands Nation branding, public communications and media relations. Experience work in creative industries, media, and or development roles (Minimum 3 years of experience required)</p>	10
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	2. Illustration & examples of an excellent proven track record to conduct campaigns, Extensive experience developing content promoting a brand and proven ability to collaborate and organize and execute campaigns to raise awareness and positioning of a brand.	10
4	A well-detailed note showing understanding of the scope of work	[10]
<b>TOTAL</b>		<b><u>60</u></b>

### **STAGE 2 (Interview)**

N <sup>o</sup>	CATEGORY	SCORE
<b>Hiring Brand Communications Consultant</b>		<b>SCORE</b>
1	<b><u>Interview</u></b>	<b>[40]</b>
	In-Person interview	40
<b>TOTAL</b>		<b><u>40</u></b>

## **10. BIDDING PROCESS**

Consultants should submit the following documents:

- Qualifications and experience of applicants (CVs, accreditation certificates, description of 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 is: **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 for the opening of 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**

