



PSET CLOUD
Innovation through collaboration

CALL FOR PROPOSALS

Appointment of a suitably qualified and experienced service provider to fulfil communication and marketing responsibilities in accordance with the given scope



JET EDUCATION SERVICES
THINK EDUCATION. THINK JET.



merSETA
MANUFACTURING, ENGINEERING
AND RELATED SERVICES SETA

6 Blackwood Ave, Parktown, Johannesburg, 2193
Tel: +27 11 403 6401 | Fax: +27 86 550 0115 | info@psetcloud.org.za
www.psetcloud.org.za

1. Background

JET Education Services (JET), in collaboration with the Manufacturing, Engineering and Related Services Sector Education and Training Authority (merSETA), has initiated the PSET CLOUD (Post School Education and Training Collaboration and Learning Opportunities and Utilisation of Data), a programme that seeks to develop an integrated national digital ecosystem which is interoperable, can be used for effective skills planning and provisioning, and puts information in the hands of citizens and other stakeholders so they can make informed decisions about education and training.

The purpose of the programme is to enable the government and citizens to make informed decisions related to education, training and work. The programme seeks to ensure that data sets are interoperable, well synchronised and used effectively as sources of information for planning and improving efficiency in the PSET system as well as for individual decisions. In pursuit of this goal, the programme will establish a digital ecosystem that will strengthen, integrate, coordinate, improve efficiencies and solve challenges in the governance and management of the post-school education and training (PSET) system. The PSET CLOUD programme has different work streams including governance, partnership, advocacy, monitoring and evaluation and the development of an interactive platform, which all support the achievement of the PSET CLOUD goals.

Under the advocacy workstream, JET and the merSETA have identified a need to bring on additional capacity through a service provider to assist the marketing and communications function.

Phase 1 of the programme has been completed and involved a situational analysis of the PSET sector, a mapping study, an international review of similar initiatives and a feasibility report. These research reports have been condensed and included in a publication titled [Unlocking the Power of Data: A review of the state of readiness of the Post-School Education and Training sector in South Africa for enhanced data interoperability](#), released in November 2020 and available on the JET website, www.jet.org.za. The international review, [Interoperable Data Ecosystems: An international review to inform a South African innovation](#) is also available to download.

Phase 2 of the programme commenced in 2020 with two focus areas:

- [Stakeholder engagement and scenario planning](#); and
- Development of a business case for the PSET CLOUD platform for piloting/testing as the programme transitions into Phase 3 (report available upon request).

Phase 3 of the programme commenced in 2021 with four focus areas:

- Development of a minimum viable product (MVP) and Self-Sovereign Identity (SSI) Solution for the PSET CLOUD;
- Development of a branding, communication and advocacy strategy as well as a website to update stakeholders on an ongoing basis as the platform is developed;
- Design of a suitable governance model for the PSET CLOUD; and
- Ready the merSETA to be the early adopter of the PSET CLOUD.

1. Purpose

Advocacy for the PSET CLOUD requires a substantial amount of collaborations, changing of perceptions, public interaction and engagement. Public relations and visibility of the PSET CLOUD, its stakeholders and their programmes is therefore central to realising the vision of an interoperable data system. The purpose of this TOR is to obtain the services of a service provider to fulfil communication and marketing responsibilities in accordance with the given scope

2. Scope of work

The proposal submitted in response to these TOR for the required services must detail an implementation plan with time frames and costs. If there are any proposed additional service delivery areas as recommendations or added value, these must be costed separately from the main proposal and need to be included as an annexure named **Added Value Services**. These will be an added advantage to the bidder.

It is important to note that the terms of reference have two sections. The first one requests for costs on products, and the second section is based on services required on a services fee's basis.

Product based

The costs of the products and the specifications can be pre-determined and thus makes it easy for the bidder to submit accurate costs.

Services Fees

Specific delivery areas are listed and can be costed accordingly. This section also includes all administration, meetings and client liaison.

The prospective service provider will be appointed for a period up to December 2024 with annual appointments based on a satisfactory performance appraisal. The prospective service provider must be prepared to accept contractual terms and conditions which will among the other include a three months' probation period and a performance review wherein not less than 80% of the key performance targets must be achieved.

2.1. Product Based Deliverables

The methodology/approach of how the following services will be implemented should be included in the Integrated Communication & Marketing Strategy. The development of the following marketing products is an integral part of this assignment.

2.1.1 Publications

Publications should be developed for distribution to stakeholders and the public. These publications should also be adapted for the website as a download and different postings if viable at the time of publication.

- a. Corporate Brochure
Corporate brochure [Frequency: Once]
Description: a corporate brochure of the PSET CLOUD and its programmes.
- b. Newsletter [Frequency: Quarterly]
Description: a newsletter of developments and events relating to the PSET CLOUD.
- c. Ad Hoc Publications [Frequency: Quarterly]
Description: as an when content is produced from project activities and can be deemed fit for public consumption, the provider will assist with editing, design and layout of such publications.

2.1.2. Advertising

- a. Print advert
Theme: PSET Data
- b. Media buying
The PSET CLOUD will in the future place advertisements on a regular basis in various media which includes print, broadcast and will also be included online. The service provider is required to coordinate the media placements requests for selected media. Also, to provide a report with tear sheets and expenditure after each campaign. The service provider will therefore be requested to provide quotations from the selected media at the time of the campaign. The service provider is required to explain in detail the methodology, process and cost structure of the media buying.
- c. Brand collateral
Produce relevant collateral material for the PSET CLOUD. The material may vary from year to year. The following units will be required in the first year (2022):
2x standard pull-up banners
1x standard backdrop on an expandable frame

2.2. Service Deliverables

A proposed Integrated Communications and Marketing Strategy with an action plan is required for this section. The proposal of this section should be backed up by a media coverage report, from one of the bidder's previous clients, that simply describes the nature of the project, the experience in coordinating the publicity and a list of the media coverage reports categorised into print, broadcast and online as well as their average advertising equivalent values in rands.

The second part of the proposal should be a Social Media Strategy for the PSET CLOUD with clear objectives. The strategy should take into account the existing platforms (Facebook, Twitter, LinkedIn,

Instagram, YouTube). A short narrative report of previous successes with statistics indicating growth will be an added advantage.

2.2.1 Public Relations

a. Social Media [Frequency: Daily]

Social media platforms are a tool of critical engagement with the public albeit with a certain amount of risky brand exposure.

- i. Develop a social media strategy and the implementation thereof.
- ii. Manage content and monitor activities on all PSET CLOUD social media platforms on a daily basis.
- iii. Produce a monthly analytics report and recommend constructive interventions.
- iv. Recommend any new trends for consideration and implementation.

b. Media relations [Frequency: Quarterly]

Provide for building mutual relationships with Editors, Producers, Journalists, Presenters and media owners producing and working on PSET related content. Include a quarterly plan which covers the below outcomes.

- i. Proactively drive the publicity of the PSET CLOUD activities
- ii. Drive the publicity of PSET CLOUD partnership activities with third party stakeholders.
- iii. Identify publicity opportunities and manage the reactive responses to media reports about the PSET CLOUD.

c. Media Monitoring [Frequency: Monthly]

Provide an extensive media monitoring in the following: print, broadcast, online and social media.

- i. Ensure the delivery of alerts weekly to a select list of recipients.
- ii. Produce a monthly media analysis report
- iii. Provide for tracing the journalists who report about the PSET system and establishing a communication channel with them through a reliable database

d. Website content development [Frequency: Monthly]

The PSET CLOUD aims to position its website as the first port of entry for information about the PSET system.

- i. Liaise with all workstreams of the PSET CLOUD to source story subjects from projects activities
- ii. Write stories based on the workstream, secure pictures and upload stories to the website
- iii. Research, write and upload stories other than PSET CLOUD project based but relevant to the PSET system.
- iv. Compile a monthly web analytics report for presentation and planning of the website enhancement.
- v. Compile and manage the database retrieved from the registration function/page of the website

3. Contract Management Requirements

3.1. Meetings

Attend at least one meeting per month with the client for a monthly planning and reporting session. Other ad hoc meetings may be called by the client and should be attended by the successful bidder.

3.2 Reports

Prepare and submit formal reports accounting for the month in review for the monthly meetings with the client.

3.3 Planning

Formal plans for the month and an extended period of three to six months must be tabled and presented by the successful bidder at the monthly meetings with the client.

4. Key competencies & team compositions

The service provider must have the following:

1. A proven track record of having the necessary knowledge and experience in marketing and communications.
2. A deep understanding and knowledge of the stakeholders operating within the PSET sector.
3. The capacity to deliver on the key milestones identified with a relevant project team.
4. At least three references from working with government and other stakeholders on marketing and communications activities.
5. Experience in digital initiatives.
6. PSET related experience of staff to be placed on the project or ability to onboard such resources.
7. Quality of evidence (samples of previous work).

5. Submission requirements

The service provider must submit:

- A technical proposal that outlines an approach to developing an Integrated Marketing and Communication Strategy.
- A project plan with milestone outputs and review dates indicating the approach and methodology to be used in achieving the project deliverables
- An organogram of the project structure clearly positioning the various members of the proposed team.

- A summary of the relevant qualifications and experience of the experts who will work on the project.
- Costing linked to each deliverable, including VAT.
- Valid Tax Clearance Certificate.
- Valid B-BBEE certificate (if relevant).

6. Evaluation

6.1. Stage 1: Compliance with minimum requirements

All bidders will be examined to determine compliance with the request for proposal requirements and conditions as stated in section 5. Non-compliant bidders will be eliminated for further evaluation.

6.2 Stage 2: Evaluation of functionality

The evaluation will be conducted by an evaluation panel that will evaluate all proposals independently in terms of the evaluation criteria for functionality which will be made up of 100 points as follows.

FUNCTIONALITY	MAX POINTS
1. Company years of experience in the provision of marketing and communication services	20
Service Provider Experience in doing similar jobs: 5 <ul style="list-style-type: none"> ● 8 yrs. and above = 5 ● 5 – 7 yrs. = 3 ● 3 – 4 yrs. = 1 Contactable references backed by relevant Reference Letters: 15 <ul style="list-style-type: none"> ● Three (3) reference = 15 ● Two (2) reference = 10 ● Two (1) reference = 5 	
2. Methodology/Approach	40
<ul style="list-style-type: none"> ● Understanding of the Terms of Reference: 10 ● Overall Quality of the Methodology/Approach to accomplish the tasks in accordance with this ToR: 30 	
3. Team members' experience and qualifications	40

Team Lead experience implementing communication and marketing strategies: 20

- 8 yrs. Plus - 20
- 5 - 7yrs.– 10
- 3 -4 yrs. – 5
- 2 yrs. and below - 2

Other members: 20

- 8 yrs. Plus - 20
- 5 – 7 yrs. plus = 10
- 3 – 4 yrs. = 5
- 2 yrs. and below = 2

7. Estimated time frames

Activity	Date
ToR Advertised	23 September 2022
Clarification questions deadline	28 September 2022
Submission of proposals deadline	07 October 2022
Evaluation of submissions	11- 18 October 2022
Inception	<ul style="list-style-type: none">● 25 October 2022

8. Contract Period

The contract period for this project will commence from the date of the last signature until the 31st March 2024.

9. Contact details

All queries should be directed to Boitumelo Mancu and must be submitted via email to boitumelo@jet.org.za.

Responses to queries and notification of shortlisting, Interviews and award of tender will be provided via email. Proposals should be submitted to tenders@jet.org.za. Technical and financial proposals may be combined.