

REQUEST FOR QUOTATION (RFQ)

Date of issue: 10 February 2021
Submission deadline: 22 February 2021
Ref no: RFQZA2021/02

TERMS OF REFERENCE

MEDIA MANAGEMENT SERVICES

FOR THE .ZA REGISTRY AND REGISTRAR LICENSING REGULATIONS DEVELOPMENT PROJECT

The .ZA Domain Name Authority (.ZADNA) is the regulator and manager of dotZA (.ZA) – South Africa’s Internet namespace. .ZADNA is a statutory entity founded in terms of Chapter X of the Electronic Communications and Transactions Act 25 of 2002.

1. INTRODUCTION

The purpose of this document is to invite the submission of quotations to provide media management services to the ZA Domain Name Authority (ZADNA/the Authority) from suitably qualified Communications Service Provider (the CSP) for the provision of media and related services in support to a crucial ZADNA Project. The Project is a national multi-stakeholder project involving Government, ZADNA, ZADNA Members and South African Citizen.

2. OBJECTIVES OF THE ASSIGNMENT

The objectives of the assignment are:

- a. Manage all media engagements that the Authority will undertake with external players throughout the implementation phases of the project;

.ZA Domain Name Authority NPC - Registration no. 2003/021150/08

Directors: Ms. P Legoze – Chairperson, Ms. A Esterhuysen, Prof D Mashao, Prof K Moodaliyar, Ms. M Malapane, Mr. N Msibi, Mr. R Mbuva Ms. S Mzizi, Ms. V Motloutsi, Mr M Wesi (CEO)

Company Secretary: Ms. S. Ngwenya

- b. Coordinate all communication and media content development and administration processes to be engaged by parties forming the project team.

3. DETAILED SCOPE OF WORK

The CSP will work closely with the project team, both internally and those appointed as service providers of the Authority for this particular project. They will further engage with the Authority's PR, and Marketing Team for all branding and information sharing needs to be aimed at publicising and responding to the project's awareness needs. More closely, the services to be provided by the Communications Specialist include but are not limited to the following:

- 3.1. Develop and implement a communications framework and strategy which includes stakeholder analysis report, comprehensive change and communication management plan, desirable modes of engagement, media content creation and media outreach relating to the project;
- 3.2. Observe and advice on the change-readiness throughout the project phases after carrying out a Change Impact Assessment relating to this project;
- 3.3. Develop and work closely with the project team set up by the Authority to implement a resistant management plan, should such a need arise during the implementation of the project;
- 3.4. Oversee the writing of press releases and other content-related material for the Authority relating to this project;
- 3.5. Arrange, publicise and coordinate press conferences, media briefs and consultative sessions necessary for the successful implementation of the project activities;
- 3.6. Manage external media enquiries and queries directed to the Authority related to the project;
- 3.7. Provide any other media support related activities required relating to the successful implementation of this project.

4. DELIVERABLES

- 4.1. Communication framework and strategy which shall include:
 - i. Roll-out plan for the day-to-day management of communications
 - ii. Stakeholder reach and management strategy
- 4.2. Media and communications material relating to the project as authorised by the Authority;
- 4.3. Project Reports (Quarterly and Activity-based)
- 4.4. Media briefs and media outreaches as approved by the Authority

5. SKILLS REQUIRED

- 5.1. Minimum of five (5) recently managing media engagement in the Telecommunication/Information Technology and Communication and or Legal sectors, experience in the domain namespace will be an added advantage; and
- 5.2. Conversant with media communication software for reporting and content creation.
- 5.3. Strategic thinking and mitigation of anticipated media trends that could pose risks to the project.
- 5.4. Ability to promote the objectives of the Authority for this project.
- 5.5. Ability to manage the sensitivity of issues associated with the successful implementation of this project and the Authority's operations.

6. ANTICIPATED DURATION

- 6.1. The assignment is to be completed within 12 months of post engagement.
- 6.2. The CSP will be allocated hours as agreed between themselves and the Authority at a fixed rate determined by the Authority.

7. CONFLICTS OF INTEREST

- 7.1. The CSP must state on any potential conflicts of interest arising out of other assignments or a conflicting involvement in other assignments.

8. CONFIDENTIALITY

- 8.1. The CSP agrees to keep confidential all information that they receive, directly or indirectly, from the Authority, or any other stakeholder, as well as all copies or analysis that they make, or have been made by third parties, based on such information (collectively, the Material);
- 8.2. The CSP shall use the Material exclusively to prepare deliverables relevant to this assignment. The confidentiality obligations shall not apply to information in the public domain.
- 8.3. The CS shall only permit access to the Material to persons within their organisations on a need-to-know basis.
- 8.4. The CSP shall explicitly inform such persons of the Material's confidential nature and, before providing them with the Material, subject them to the confidentiality obligations contained in this Terms of Reference.

9. REQUESTED DOCUMENTS

- 9.1. CIPC registration documents.
- 9.2. Tax Compliance certificate.
- 9.3. BEE Certificate / Affidavit.
- 9.4. Detailed Company profile.
- 9.5. Five contactable references in the same scope of work.
- 9.6. Pricing Schedule (Total Cost to complete the service)

10. EVALUATION

- 10.1. The evaluation will be based on the technical knowledge and expertise of the media communications services, pricing and availability to finalise the scope of work within the given time frame.

11. APPOINTMENT OF A SERVICE PROVIDER

- 11.1. A service level agreement will be entered into with the successful CSP appointed with terms of reference and deliverable agreed to between parties.
- 11.2. 12.2 The appointed CSP will be expected to deliver within the given time frame.

Submissions should be emailed to zadnafinance@zadna.org.za and info@zadna.org.za no later than Monday the 22nd of February 2021, Submitted documents should be bound together electronically and be in pdf format.

Enquiries should be directed to Mr. German Moutlaneng (Finance Manager) at telephone number 010 020 3910 or at the aforementioned email addresses.