

## REQUEST FOR QUOTATION

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### RFQZA2022/01: PROVISIONING OF STAKEHOLDER MANAGEMENT SERVICES

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#### 1. INTRODUCTION

This document invites the submission of quotations to provide stakeholder management and related services to the .ZA Domain Name Authority (ZADNA/the Authority) from suitably qualified Service Providers. The required support services are aligned to ZADNA's national multi-stakeholder project involving Government, ZADNA, ZADNA Members, and South African Citizenry. The project is planned to run for three (3) months and will be rolled out in two (2) phases.

#### 2. OBJECTIVES OF THE ASSIGNMENT

The objectives of the assignment are:

2.1. Managing all change management processes that the Authority will undertake with both internal and external stakeholders for the duration of the specified project period. This includes but is not limited to:

2.1.1 Consulting the project team and providing guidance on communication for internal changes that may affect the team and other ZADNA employees because of the project implementation;

2.1.2 Presenting stakeholder management strategies to the steering committee and providing guidance for the project implementation;

2.1.3 Working closely with the Project Manager and ZADNA's PR and Marketing to keep the project implementation schedule up to date;

2.2. Presenting to the Authority stakeholder engagement solutions;

- 2.3. Attend all stakeholder engagement in order to gain insights and refine the strategy based on the outcomes;
- 2.4. Developing content and media relations plan;
- 2.5. Coordinating and implementing all marketing and communication project goals;
- 2.6. Administration processes to engage the project team's parties weekly and attend weekly project meetings.

### **3. DETAILED SCOPE OF WORK**

The stakeholder management service provider will work closely with the existing project team, comprising of ZADNA's personnel and other Authority service providers for this project. More closely, the services to be provided by the stakeholder management service provider include but are not limited to the following:

- 3.1. Review the existing stakeholder management strategy and communications framework, which includes a comprehensive change management process to inform a desirable employee and stakeholder engagement;
- 3.2. Media content creation and media outreach relating to the project;
- 3.3. Actively manage crisis and mitigate risks in terms of media relations through mapping out foreseeable risks for draft regulations and commercial registry processes and creation of response to crisis incidences;
- 3.4. Observe and advise on the change-readiness throughout the project phases after carrying a Change Impact Assessment relating to the project;
- 3.5. Develop and work closely with the project team set up by the Authority to implement a resistant stakeholder management plan, should such a need arise during the implementation of the project;

- 3.6. Produce press releases and other content-related material for the Authority relating to this project;
- 3.7. Arrange, publicise and coordinate press conferences, media briefs and consultative sessions necessary for the successful implementation of the project activities;
- 3.8. Support execution of media inquiries and queries directed to the Authority related to the project;
- 3.9. Carry out daily, weekly and monthly monitoring services for social media mentions and media reports for the project; and
- 3.10. Provide any other change and stakeholder management support-related activities required for the successful implementation of the project.

#### **4. SKILLS REQUIRED**

- 4.1. Minimum of five (5) recently managing a stakeholder and change management process in the Telecommunication/Information Technology and Communication and or Legal sectors, experience in the domain namespace will be an added advantage;
- 4.2. Conversant with media communication software for reporting and content creation;
- 4.3. Strategic thinking and mitigation of anticipated trends which could pose risks to the project;
- 4.4. Ability to promote the objectives of the Authority for this project;
- 4.5. Ability to manage the sensitivity of issues associated with the successful implementation and the Authority's operations; and
- 4.6. Proven record of managing brand reputation and perception.

#### **5. ANTICIPATED DURATION**

- 5.1. The assignment will be completed within three (3) months of post-engagement.

5.2. The stakeholder management service provider will be allocated hours as agreed between themselves and the Authority at a fixed rate determined by the Authority.

**6. CONFLICTS OF INTEREST**

The stakeholder management service provider must state any potential conflicts of interest arising from other assignments or a conflicting involvement in other projects.

## **7. CONFIDENTIALITY**

- 7.1. The stakeholder management service provider 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);
- 7.2. The stakeholder management service provider shall use the material exclusively to prepare deliverables relevant to this assignment. The confidentiality obligations shall not apply to information in the public domain.
- 7.3. The stakeholder management service provider shall only permit access to the material to persons within their organisations on a need-to-know basis.
- 7.4. The stakeholder management service provider 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.

## **8. REQUESTED DOCUMENTS**

- 8.1. CIPC registration documents.
- 8.2. Tax Compliance certificate.
- 8.3. BEE Certificate / Affidavit.
- 8.4. Detailed Company profile.
- 8.5. Five contactable references in the same scope of work.
- 8.6. Pricing Schedule (Total Cost to complete the service)

## **9. EVALUATION**

- 9.1. The RFQ will be evaluated with the preference point evaluation per the ZADNA procurement policy
- 9.2. The evaluation will be based on the technical knowledge of the service provider, pricing, and availability to finalise the scope of work within the given time frame.

## **10. APPOINTMENT OF A SERVICE PROVIDER**

- 10.1. A service level agreement with a clear deliverables schedule will be entered into with the successful stakeholder management service provider appointed in line the terms of reference and deliverables agreed to between parties.
- 10.2. The appointed stakeholder management service provider will be expected to deliver within the given time frame.
- 10.3. The appointed service provider will work closely and under supervision of ZADNA's PR and Marketing department.

## **11. KEY DATES**

- 11.1. RFQ issue Date: 15 February 2022.
- 11.2. Submissions should be emailed to [zadnafinance@zadna.org.za](mailto:zadnafinance@zadna.org.za) no later than, 28 February 2022.
- 11.3. The submission of bid documents should be made in pdf format.
- 11.4. Inquiries should be directed to Ms. Kedibone Mpholeng (Finance Manager) at telephone number 010 020 3910 or the email mentioned above addresses.