



INTERGOVERNMENTAL STANDING COMMITTEE ON SHIPPING (ISCOS)

TERMS OF REFERENCE (TORs) TO DEVELOP A COMMUNICATION STRATEGY FOR MARKETING OF THE SHIPPLINC PLATFORM

1. BACKGROUND

The Intergovernmental Standing Committee on Shipping (ISCOS), whose Membership is Kenya, Tanzania, Uganda and Zambia is Mandated with the Promotion and Protection of the Shipping and Maritime Interests of its Member States and the Region at large.

ISCOS' main objective is to serve the region and the international community as a one-stop centre of excellence for regional maritime matters and total logistics.

2. BROAD STATEMENT FUNCTION

ISCOS Secretariat is seeking the services of a Consultancy firm/consultant to assist in the development of a Marketing Strategy for its Trade Facilitation Platform, SHIPPLINC. The Communications Expert/Firm shall provide technical expertise to the SHIPPLINC Programme Team, particularly in the development of a Strategic Communications Plan, development of Information, Education and Communication (IEC) materials on SHIPPLINC for different target groups, including design, video, graphics, layout and publication of IEC materials, studies, project reports, etc., and utilization of main line and social media to promote the SHIPPLINC in line with implementation plan of the project.

The Expert/firm is also supposed to conceptualize, develop, design and implement the Communication Strategy for marketing of the SHIPPLINC Platform. SHIPPLINC is a Platform developed by ISCOS for reporting, monitoring and resolving Non-Tariff Barriers (NTBs) and as well as provide information and support to Shippers on a continuous basis.

The aim of the Communication Strategy is to inform Shippers especially those who are involved in International Trade especially about the existence of the Platform and motivate them to use it in reporting Non-Tariff Barriers (NTBs) or undesirable Non-Tariff Measures (NTMs) and to obtain information that is essential in carrying international Trade.

Users of SHIPPLINC can access and download its mobile application from Android and iPhone operating systems.

It is desirable that the developer of the strategy generates a hybrid marketing strategy that is in sync with traditional and digital tactics to effectively reach the targeted groups in Kenya, Tanzania, Uganda, Zambia and others who use Mombasa and Dar es Salaam ports and their transit routes.

3. PRIMARY RESPONSIBILITIES AND OBJECTIVES

The Communications Expert/Firm shall undertake and deliver the following:

- a) Develop a communications strategy for the SHIPPLINC Platform to enhance the awareness, understanding, and knowledge of key stakeholders in the shipping and logistics industry at the regional, national and local levels to achieve overall Programme objectives.
- b) Conceptualize, design and develop Information, Education and Communication (IEC) materials on SHIPPLINC with appropriate and relevant messages tailored for key stakeholders using various formats as appropriate such as text, graphics, imageries, infographics, video, printed materials, etc.
- c) Develop and design creative content strategy for traditional marketing purposes and plan marketing campaigns.
- d) Develop and design creative digital content strategy for social media platforms and plan marketing campaigns.

- e) Specify appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific stakeholders.
- f) Analyse and evaluate social media and traditional campaign strategies to get desired results.
- g) Develop benchmark metrics to measure the results of social media programs and traditional programs.
- h) Design a standard publication layout for the Programme for use in future publications.

4. SCOPE OF WORK

The scope of work for the expert/firm will include but not be limited to:

- a) Drafting an Inception Report and having a Meeting with the ISCOS Team for introduction and further clarification of the assignment;
- b) Develop a communications strategy for the SHIPPLINC Platform to enhance the awareness, understanding, and knowledge of key stakeholders in the shipping and logistics industry at the regional, national and local levels and help achieve overall Programme objectives;
- c) Develop a matrix for implementation of strategies and tactics; and
- d) Give feedback on the number of downloads and effective use of the SHIPPLINC.

ISCOS is therefore seeking the services of a qualified firm to undertake the above assignment.

5. EXPERTISE

The team leader needs to have relevant expertise preferably as stated below:

a) Academic Qualifications

Preferably advanced degree in one or more of the following disciplines: Mass Communication; Development Communication; Organizational Communication, Journalism, or other relevant fields.

b) Experience

- i. At least five (5) years of relevant experience in developing, designing, production and publishing/dissemination/airing of communication products using various media, and organising, and producing major events of regional or international nature; and
- ii. Relevant experience in working for private sector, governments and/or international organisations on consultancy assignments, especially in strategic communications planning.

c) Skills and Competencies:

- i. Ability to work with minimal supervision;
- ii. Ability to beat deadlines;
- iii. Excellent command of English both written and oral, and of Swahili language as a distinct advantage;
- iv. Demonstrate excellent interpersonal and professional skills in interacting with government, key stakeholders, and other relevant players in the industry;
- v. Evidence of having undertaken similar assignments;
- vi. Ability to work in a team in a multi-cultural environment;
- vii. Experience in research, policy development, management and programming;
- viii. Ability to multi-task and work irregular and long hours; and
- ix. Any other skills and competencies that can be deemed relevant for this assignment.

d) Technical Competency

- i. Proven track record in strategic communications planning, advertising, message and IEC development, among other consultancy services;

- ii. Good knowledge of the shipping and logistics industry and issues in the Eastern and Southern Africa region, related to public awareness, knowledge, and understanding of stakeholders, as an advantage; and
- iii. Proficiency in standard computer applications.

Is it necessary to include requirements for other team members?

6. DELIVERABLES

The Communication Expert/firm should produce a comprehensive creative communication strategy for marketing of the shiplinc mobile application and ensure that potential users download the application and make use of it when reporting impediments and constraints to trade and smooth movement of cargo. There has to be concrete evidence that the marketing strategy produces the intended results.

Comprehensive report giving current status of shipping services in the region including destination charges and surcharges, possibility of establishing viable coastal shipping services, future planned developments, challenges, opportunities, and implementable recommendations.

7. TIME SPAN

The assignment is expected to be carried out within a period of three months and Consultant is expected to submit the methodology and scheduled activities during tendering.

8. INSTITUTIONAL ARRANGEMENTS

The Consultant will report directly to the Secretary General.

ISCOS will provide relevant background documents, if requested by the consultant, necessary for the assignment and shall provide introduction letters to enable the expert visit relevant stakeholders when need be, according to consultant's requests, if any.

9. APPLICATION MODE

Kindly submit your proposal on how you intend to carry out the assignment, the financial bid and all other relevant documents to support the application to:

EVALUATION CRITERIA

The following evaluation criterion shall be applicable for this tender.

a) Mandatory Requirements/ Preliminary Evaluation

- i. Copies of Statutory documents from the issuing body.
 - Valid Tax Compliance Certificate (TCC).
 - Registration certificate/ Certificate of incorporation
 - Valid trade license.
- ii. Audited financial accounts for the **past** three years.

Bidders **MUST** comply with all mandatory requirements to be considered for the next evaluation stage (Technical evaluation).

b) Technical Evaluation Criteria

The maximum score under technical evaluation is **80%**. Bidders must score **at least 70%** under technical evaluation to proceed to the next stage (*Financial Evaluation*).

Bidders **MUST** score **at least 50** marks out of **60** marks in the **compliance to technical specifications** section in order to proceed to the next stage (Financial Evaluation).

Bidders **MUST** respond to **ALL** the requirements on a clause-by-clause basis **stating clearly** their competencies to undertake the assignment. Responses to compliance to technical specifications in any other way other than **clause by clause** will be treated as **NON-RESPONSIVE**.

Item	Maximum Score
<p>Proof of technical competence (Experience by technical staff involved in the consultancy)</p> <ol style="list-style-type: none"> 1. Lead consultant with at least 5 years' experience in undertaking of similar assignments (2 Marks) Bidder to provide CV. 2. Two other consultants with at least 3 years' experience in undertaking of similar assignments. Bidder to provide CVs. (1 mark) 3. Consultants overall number of years in provision of similar assignments with Four (4) years and above will earn 3 marks and less than four (4) years will earn one. <p>Bidders to provide evidence of serviced LSOs or signed contracts including the duration of the project.</p>	7
<p>Reference Sites relevant to this assignment (at least three and include a brief of work done or services rendered , value of contracts, duration of assignment, and contact person with both reachable phone number and email). Bidders to provide evidence of serviced LSOs or signed contracts.</p>	6.
<p>Detailed workplan in the form of a Gantt chart (Including activities, resources required, tasks & timelines).</p> <ol style="list-style-type: none"> 1. Activities (2 mark) 2. Resources required (1.5 mark) 3. Timelines (1.5 mark) 	5
<p>Compliance to Technical Specifications (bidders must score at least 50 marks here)</p>	60
<p>To be calculated out of 80 marks</p>	80

c) Financial Evaluation Criteria (20 marks)

$S_f = 100 \times \frac{F_m}{F}$ where S_f is the financial score; F_m is the lowest priced financial proposal and F is the price of the proposal under consideration. Proposals will be ranked according to their combined technical (S_t) and financial (S_f) scores using the weights (T =the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; $T + P = 1$) indicated in the Appendix. The combined technical and financial score, S , is calculated as follows: - $S = S_t \times T$
% + $S_f \times P$ %. The firm achieving the highest combined technical and financial score will be invited for negotiations.

$$\text{Financial Score} = 20 * \left(\frac{\text{Lowest Quoted Amount}}{\text{Bidder Quotated Amount}} \right)$$

SECRETARY GENERAL

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10. DEADLINE

Submit your application no later than **Monday the 4th May 2020, 1700hrs.**