



INTERGOVERNMENTAL STANDING COMMITTEE ON  
SHIPPING - ISCOS

**TENDER NO: ISCOS/OT/02/MAGAZINE/2024**

**DESIGN, EDITING, ADVERTISING & PRINTING OF  
ISCOS MAGAZINE 2024-2025**

**ISCOS**

TERMS OF REFERENCE

MARCH 2024

## 1. Background

The Intergovernmental Standing Committee on Shipping (ISCOS Secretariat) is seeking proposals for the provision of competent consultancy services in the production of its Shipping and Logistics Magazine. Interested and capable firms are invited to submit technical, and fee note proposals for the assignment named below. The successful firm shall sign a contract with ISCOS on terms of engagement.

## 2. Introduction to ISCOS

ISCOS is a Regional Maritime Organization providing a platform for the States in the Eastern, Southern, and Northern Africa to collaborate and work together in the Promotion, Protection, and Coordination of their Shipping and Maritime Interests. Now expanding to the rest of the States in the region, ISCOS' signed up Members are the Republic of Kenya, the United Republic of Tanzania, the Republic of Uganda, and the Republic of Zambia and the Democratic Republic of Congo.

ISCOS is mandated with the Promotion, Protection and Coordination of the Shipping and Maritime Interests of its Members and the Region at large.

ISCOS' Mandate is derived from the international nature of Shipping and Maritime affairs, the technical nature, complexities and geographical location of issues involved, the universality and commonality of Shipping and Maritime challenges facing the region and Africa at large, favoring collective rather than unilateral interventions measures, the need for effective protection of the interest of the region against adverse policies and practice of multinational service providers, harmonization of interests of land liked states with policies and practices of Coastal States, the interdependency of regional states in maritime trade due to shared Maritime bodies and facilities, and universality of Shipping and Maritime Aspirations for the States in the Eastern and Southern Africa.

## 3. Objective of the assignment

The objective of this assignment is to support the production of the ISCOS magazine and various aspects of the ISCOS communication activities of the Secretariat by creating, developing and refining writing products in a consistent and coherent manner across all communication platforms.

## 4. Tasks and Responsibilities

Under the general supervision of the relevant department, the consultant will undertake the following activities:

- a) Create requisite content for the ISCOS Shipping & Logistics magazine.

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- b) Edit and proof-read written content for the magazine and news portal prepared by the secretariat. The drafting and editing work may require some additional research and coordination with relevant staff;
  - c) Utilize ISCOS communication assets (website, e-newsletter, publications, social media channels, etc.) to enable strategic engagements between ISCOS and its stakeholders on content related to the magazine.
  - d) Create, edit and revise various forms of communication products, including but not limited to correspondence and technical documentation such, preface, foreword, web-articles and social media texts in a consistent and coherent manner for web platforms.
  - e) Conduct desk research of magazine and news materials, including the materials produced by ISCOS in consultation with relevant staff in the Secretariat .
  - f) Ensure all written work is authentic, original and appropriately cited and/or referenced. For tables, charts, photos or other visuals used/copied, the editor should ensure that sources are properly cited.
  - g) Managing visual documentation of projects' activities and events
  - h) Support any other writing tasks related to communications of the Secretariat, as required.
  - i) The editing process might also entail substantive redrafting and synthesizing of parts of the existing text to make the report/document more readable and understandable to non-expert audiences.
  - j) As needed, the editor will coordinate with the printing /publishing to ensure the integrity of the final printed material (third party costs will apply as applicable)
  - k) To produce the publication and ensure that the publication schedule is met.
  - l) Develop and update ISCOS news portal segment for the website and maintain a web and social media calendar in relation to generated magazine content for the portal.
  - m) Prepare and submit an annual budget and workplan on the publication to the Secretariat for approval.

## 5. Scope of Work

- a) Assisting in the identification of topical issues for the Magazine and developing stories and content.
- b) Content gathering during major industry events and creating creative digital content for the magazine, online platforms and website.
- c) Doing the graphic designing of and organizing the manuscript's structure, including

the cover and back pages.

- d) Editing articles provided by ISCOS including proofreading, clarifying meanings, eliminating jargon, smoothing language, creating or recasting tables and/or figures, editing for grammar, spelling, punctuation and other mechanics of style, checking for consistency of mechanics and internal consistency of facts, notifying ISCOS of any unusual/material inconsistencies etc.
- e) Increase distribution, reach new audiences and expand potential advertisers for the sale of Advertising space in the Magazine.
- f) Develop & execute a robust PR plan for the magazine through radio, print media, TV, social media, outdoor, where applicable
- g) Advising on the lead story of the Magazine, suitability of images, photos, headings of articles and other representations.
- h) Draft the foreword message of the magazine for review by the Secretariat team
- i) Co-coordinating typesetting and design in the mock-up and assembly stages and ensuring integration of design and content.
- j) Printing of the final Manuscript of the Magazine-1000 copies (or as advised), Size A4, Art paper, inside sheets on 115gms, with Cover on 200 gms, Laminated.
- k) Production and provision of a Digital Copy of the Magazine compatible with various digital platforms.

## 6. Production Frequency

The magazine shall be produced twice a year preferably January and July of every year.

## 7. Expected content of the magazine

- i) The Magazine and online news portal will:
  - Provide news on recent developments and happenings in the Shipping and Logistics industry in region and global industry events affecting the industry in the region.
  - Highlight emerging issues that affect the industry
  - Provide a “Did you know caption”
  - Run a continuous series of Shippers awareness information
- ii) In addition, the Magazine will:
  - Carry a regional perspective of the state of and developments in the Maritime, Shipping and Logistics Industry in the region and beyond,
  - Contain data and information that cut across Water and Surface Transport, Ports, Shipping and the Logistical Chain, Legislation and Policy affecting

Trade and Logistics in general,

- Provide a perspective of Industry players both in the Public and Private Sector,
- Trace developments in the greater shipping world including technology, maritime safety and security, emerging issues, International maritime conventions, etc.
- Provide an interface between the Region's shipping Interests and the greater shipping world
- Attempt to highlight the comparative performance of Trade/ and Transit Corridors, Ports, and Border Agencies in Eastern and Central Africa.

- iii) The Consultant will identify a Media Company to produce a dummy Magazine in both hard and soft copy for ISCOS' approval before proceeding with the final Print. Note that there will be no change of the Media Company from the one that produced the dummy magazine without express approval of ISCOS.

## 8. Standards and Quality

ISCOS Magazine is expected to have a spectacular layout and design, carry very informative articles, contain accurate and non-obsolete data, and produced with accuracy to detail, which should make it one of the most preferred Shipping and Logistics Magazines in the Eastern and Southern Africa. The Magazine and online news portal should be capable of attracting readership from across the region and beyond, enhance the profile of ISCOS and attract Advertisements from Patrons across of the region and globally.

## 9. Qualifications

- i. Team Leader (Editor)
  - Bachelor's degree in journalism, Mass Communications, Public Relations, Literature and English Language c.
  - Accreditation and Membership to a relevant professional body
- ii. Other team members: Graphic Designer, Web Portal Designer
  - Diploma or bachelor's degree in graphic design or a related field.
  - Working knowledge and experience of not less than five years with relevant graphics design computer programs for editing, and content management software.

## 10. Experience and Competencies

The consultant firm should have previous proven experience in developing of Magazines for reputable institutions and should be able to demonstrate ability to market the Magazine, and to exhibit high standards of quality and professionalism.

The ability to reach out to ISCOS stakeholders in the region and ISCOS Member States will be very essential.



Experience in providing Magazine production consultancies in the field of Shipping and Maritime logistics will be a very big advantage.

### **Key Competencies**

- a) Fluency in English is a must
- b) At least 5 years of experience in journalism and/or writing features including writing for online platforms
- c) Solid editorial skills with demonstrated ability for logical and analytical writing and editing
- d) Fluency in managing social media platforms (Facebook, Twitter, YouTube) and other related supporting applications, including their analytic platforms
- e) Proven capacity to generate diverse content from stakeholders across the region
- f) Ability to synthesize complex documents into key messages.
- g) Knowledge of trade facilitation or maritime industry is desirable.
- h) Ability to work in a fast-paced environment and produce quality work in a short time, within deadlines and under pressure
- i) Ability to work independently
- j) Working knowledge of foreign language e.g. French language is an asset

## **11. Roles and time frames**

- iv) ISCOS will provide the Consultancy firm with:
  - Some of the relevant literature, and content,
  - Lists of stakeholders who can be approached for the purchase of advertising space
  - Draft letters of introduction to the industry stakeholders and patrons
  - Any other relevant information to enable the magazine preparation
- v) The Consultancy firm should be able to produce the dummy copy within 40 days from the date of receipt relevant literature/ information from ISCOS.
- vi) The Contact person on all matters of the Magazine shall be the Secretary General as represented by the Director Trade Facilitation and Policy Harmonization

## **12. Other Clarifications**

- i. The consultant must familiarize themselves with the nature and scope of the assignment in preparing their proposal.
- ii. This Request for Quotation (RFQ) and Request for Proposal (RFP) does not commit

- ISCOS to award a contract nor pay any cost incurred in the preparation of the RFQ/RFP
- iii. The costs of preparing the proposals and all other costs involved are not reimbursable and shall be a direct cost to the firm/bidder

ISCOS is not bound to accept any of the proposals submitted and will only consider the proposals that best capture our expectations.

### 13. Contractual terms

This consultancy is for one (1) year with a possibility of renewal depending on the satisfactory implementation of the deliverables.

All products will be the property of the Secretariat.

### 14. Consultancy fees

- i. ISCOS will pay the consultancy a lump sum amount for each edition of the Magazine as per the defined milestones in the contract.
- ii. The Consultant will in addition receive a percentage 10% of the revenue realized by the firm from selling of space in the Magazine.

### Application mode

Kindly submit your technical proposal, financial bid, and the mandatory bidder forms and any other relevant documents to support the application, EITHER in hard copies OR via E mail to [opportunities@iscosaficashipping.org](mailto:opportunities@iscosaficashipping.org)

The hard copy tender documents, shall be submitted in two copies, marked as: -

**“ORIGINAL TENDER” and “COPY OF TENDER”.**

and shall be placed in one outer envelope and sealed. This outer envelope shall bear the Tender number and name, and marked **“DO NOT OPEN BEFORE Friday, 29th March 2024 at 1700hours**, and shall be addressed to: -

**THE SECRETARY GENERAL  
ISCOS SECRETARIAT**

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