



NEPAD PLANNING AND COORDINATING AGENCY

TERMS OF REFERENCE	
Position title:	News agency services for the dissemination of various NEPAD news and communication items
Position type:	12 month Consultancy
Office/Project:	Communications Unit
Conditions of work:	<ul style="list-style-type: none"> - Consultancy for a period of 12 months - “If negotiations with bidder(s) were to fail, NPCA shall, as of right, reject proposal(s) and cancel the bidding procedure, without thereby incurring any liability whatsoever towards bidder(s).” - The signature of a contract with a selected bidder shall occur within five (5) working days after the date of submission of the contract failing which the negotiations shall be considered as broken off indefinitely and the proposed draft contract shall become null and void.”
Competencies:	<p>Eligibility criteria:</p> <ol style="list-style-type: none"> 1. The agency should have minimum experience of 5 years in the field of news and content generation and public relations services. 2. Proof of accreditation as a news agency 3. The agency should have permanent staff in the following categories: <ul style="list-style-type: none"> • Creative Director with more than 10 years of international experience • Client Servicing Executive (Account Manager) with at least 15 years experience and a team of at least two dedicated people • Copy writer for both English and French 4. The agency should have minimum experience of 5 years news coverage on the African continent

1. BACKGROUND

The NEPAD Planning and Coordinating Agency (NEPAD Agency) was established in 2010 as an outcome of the integration of NEPAD into AU structures and processes. The NEPAD Agency is the implementing agency of the African Union that advocates for NEPAD, facilitates and coordinates the development of NEPAD continent-wide programmes and projects, mobilises resources and engages the global community, regional economic communities and member states in the implementation of these programmes and projects. The NEPAD Agency replaced the NEPAD Secretariat which had coordinated the implementation of NEPAD programmes and projects since 2001.

The NEPAD Agency's mandate is to:

- Facilitate and coordinate the implementation of continental and regional priority programmes and projects
- Mobilise resources and partners in support of the implementation of Africa's priority programmes and projects

- Conduct and coordinate research and knowledge management
- Monitor and evaluate the implementation of programmes
- Advocate on the AU and NEPAD vision, mission and core principle/ values

The NEPAD Agency's Investment Programmes are:

- Human Capital Development (Skills, Youth, Employment and Women Empowerment)
- Industrialisation, Science, Technology and Innovation
- Regional Integration, Infrastructure (Energy, Water, ICT, Transport) and Trade
- Natural Resources Governance and Food Security

In order to widen the NEPAD Agency's visibility and communication outreach, the Communications Unit seeks to engage the services of a news agency (press agency, press association, wire service, or news service) with wide media reach on the African continent as well as globally to prepare and disseminate various news and communication pieces.

2. OBJECTIVE

The objective of this consultancy is to gather, write and distribute news locally and internationally to newspapers, periodicals, radio broadcasters, television broadcasters, government agencies, internet (including online social media platforms) and other users throughout Africa, the Middle East, Europe, Americas and Asia-Pacific, as well as to engage in various public relations services.

3. MAIN RESPONSIBILITY AND DESCRIPTION OF THE SERVICES

The News Agency Service shall provide media in Africa and internationally with a constant flow of news features, analyses commentary and opinion on the work of the NEPAD Agency.

Expected Results:

1. **Providing news and content:** Produce at least 5 news items per month pertaining to the NEPAD Agency's work and analyses thereof, e.g. press releases, news articles, editorials, media advisories, and commentaries.
2. **Dissemination:** Package and repackage NEPAD news products (about 10 items per month) to tailor them to the information needs of specific groups, in order to increase readership and ensure the increased visibility of NEPAD's programmes and projects.
3. **Public Relations Services:**
 - **Promote NEPAD's media and communication** events through various news distribution channels
 - **PR service as required in print and electronic media** such as press releases at regular intervals; and interviews with NEPAD officials as needed; feature stories in business magazines and other journals etc.
 - **Regular media mapping exercise (monthly basis)**, which will include scrutiny of NEPAD's four programme areas' related news publications and electronic media coverage.

REPORTING SCHEDULE AND ACCOUNTABILITY

The Consultant will be under the direct supervision of the Head of Communication. Work progress will be discussed on a regular basis, at least bi-weekly.

A monthly report of news content produced and disseminated be submitted for the whole duration of the contracting period. The monthly report should be submitted to the NEPAD Agency on the organisation's news coverage and reach that clearly indicate; the product type; name and number of channels through which the distribution was made; geographical location/s and type/s of readership reached.

4. COPYRIGHTS

All materials / documents arising out of this consultancy work shall remain the property of the NEPAD Planning and Coordinating Agency (NPCA).

5. SUBMISSION REQUIREMENT OF TECHNICAL AND FINANCIAL PROPOSALS

The following documents must accompany the application:

6. Cover letter

7. Technical proposal containing :

- Company / Agency profile that also includes: Number and type of media reach (indicating geographical location as well) and staff profiles of the team to be engaged with NEPAD
- Proposed work plan and timeframe;
- Details of about top 10 clients handled by the Agency
- Details of similar assignments previously undertaken.

8. Financial proposal:

- a) Financial proposals should be submitted for a period of 12 months.
- b) **The Financial Proposal must breakdown the activity for the above expected result areas under main responsibilities and description of the services as the basis for the Unit prices to be quoted.**
- c) Contractor is responsible for payment of all relevant taxes.

9. Submission

Deadline for submission of applications: **23rd September, 2016** to the following e-mail:

Procurement@nepad.org

VictorineB@nepad.org