

## Terms of Reference

### Professional Writing Services

The role of the service provider will be to provide professional writing services to the FSDT. This service will assist our organization with technical writing of the content that will be used to engage our stakeholders through our communication channels (website, social media, publications, press releases, etc.)

#### 1. Scope of Work:

1. Transforming research and data into insights and information that is easily understood and useable to stakeholders
2. Writing of case studies, success stories, focus notes, annual reports and development angle stories, blogs, etc.
3. Copyediting and proofreading of content written by the FSDT staff, to be displayed on communication channels.
4. Participate in gathering of data required to generate written content.
5. Participate at FSDT events to write outputs for social media and sharing via mass media
6. Continuous updates on FSDT written content.

#### 2. Content of bid proposal:

1. Details on all perceived strengths of the writer/company bidding for the service e.g. previous experience, in-house skills, and any other information that will assist FSDT to assess capabilities, capacity, competitive advantages, etc.
2. At least 3 writing samples that demonstrate writer's technical writing skills; including the understanding of style, diction, tone, and voice in writing. **One piece must show the writer's fluency in translating and deciphering research pieces and data for dissemination by stakeholders.**
3. Links to any publications or professional content that you have written via the web.
4. The service provider must provide details of a dedicated contact point for the management of the contract. This individual must be available by telephone on a daily basis to facilitate briefings on matters of interest to the FSDT. (Contingency arrangements must also be in place in the advent that this individual is unavailable).
5. A list of references of previous and current companies served or currently servicing
6. A list of the proposed value added services to be provided to FSDT

#### 3. Contract Period:

The contract period will last one year starting June 2017 and concluding in July 2018.

#### 4. Methodology:

1. Written assurance that the above contract requirements can be fulfilled.
2. A brief outline of the internal systems/procedures used to identify the relevant content for a client.
3. Details of a dedicated contact point for the day-to-day management of the contract.
4. Details of any contingency (relating to staff illness or holiday leave) and out- of-hours cover arrangements.
5. A brief description of how content will be written (in social media, website, publications, press releases) and issued to the FSDT, upon request.

**5. Cost:**

Service providers must provide details of all charges as detailed below:

- Daily charge for the provision of this service
- Cost per article (i.e. A4 page) on communication channels
- Cost per publication.

Be advised that it is mandatory for FSDT to withhold any government taxes

**6. Evaluation and Selection:**

The professional writing service provider will be selected by a limited tender process. The preferred bidder will be notified after the selection panel has scored the technical proposal and financial proposal. These will be evaluated on a combination of technical and financial criteria. In this case the ratio between technical and financial scores will be 80/20.

**Technical Proposal Scoring Grid**

Criteria	Sub-criteria score	Max. score for each criteria
Understanding of the ToRs and soundness of the proposal		50%
▪ Addressing the challenges and all tasks mentioned in the scope of work	20%	
▪ Originality and suitability of the proposal	20%	
▪ In-depth knowledge of the financial field	10%	
Experience and professional competence		50%
▪ Professionalism	10%	
▪ Critical judgement in writing – development and support of arguments,	10%	
▪ Ability to write well explored pieces from research and data and transform into articles, blogs, focus notes, etc.	15%	
▪ Personal capacity to handle the assignment and coordinate with FSDT	5%	
▪ Portfolio and writing samples	10%	
Total		100

To be considered further, a minimum total technical score of 65/100 is required. Only financial proposals from bidders scoring at least that level will then be evaluated.

The total financial cost in US\$ will be weighted according to the formula:

- $(\text{Lowest total financial cost} / \text{Bidder's total financial cost}) \times 0.2$
- Total technical marks weighted by a factor of 0.8.

The weighted technical and financial scores for each proposal that passes the minimum technical threshold will then be added to produce a total score. The preferred bidder will be the one producing the highest total combined score.

Scoring will be carried out by a panel comprising one representative from the FSDT (the Operations Director or one other), a representative of the Finance Manager (FM – Deloitte) and the Communication Advisor.

All bidders will be informed of the combined weighted scores for all proposals that pass the minimum technical threshold. The FSDT will also separately inform the bidder of any proposal that fails to meet this threshold.

Any queries relating to this ToR should be submitted in writing to FSDT under the following address:

Neema Mosha  
Communications Officer  
Financial Sector Deepening Trust  
P.O. Box 4653  
De Ocean Plaza, 2nd floor,  
400 Toure Drive, Masaki  
Dar-es-Salaam  
Tanzania  
[neema.mosha@fsdt.co.tz](mailto:neema.mosha@fsdt.co.tz)

These questions and the answers will be shared with all short listed candidates. The deadline for any queries is 2 days before the proposal submission deadline date.

## **7. Submission, Deadline and Time table**

The deadline for submitting proposals is 16:00 Tanzanian time on 16 June 2017. Submissions after this time will not be considered. Bids must be submitted electronically.

Bids sent electronically but failing to arrive by the deadline will require proof of date and time sent to be considered. However, in the case of any uncertainty about the date and time of dispatch of a bid, the decision of the FSDT's Technical Director will be final. Bids should be delivered to the following addresses:

Nkundwe Mwakiluma  
Procurement Specialist  
Deloitte Consulting Limited  
10th Floor, PPF Tower  
Cnr of Ohio Street & Garden Ave  
P.O Box 1559  
Dar es Salaam  
Tanzania

Electronic: [nmwakiluma@deloitte.co.tz](mailto:nmwakiluma@deloitte.co.tz)

A copy of the bid document must be emailed to:

Neema Masha  
Communications Advisor  
Financial Sector Deepening Trust  
P.O. Box 4653  
Dar es Salaam  
Tanzania

Electronic: [neema@fsdt.or.tz](mailto:neema@fsdt.or.tz)