

FINSCOPE 2017 SURVEY

FINSCOPE SOCIAL MEDIA COORDINATOR

TERMS OF REFERENCE

1. INTRODUCTION

The Financial Sector Deepening Trust (FSDT) was incorporated in Tanzania on 1st July 2004. The FSDT's overall aim is to make a contribution to All Tanzanians to (derive value) from regular use of financial services which are delivered with dignity and fairness. Among its secondary objectives are:

- Advocating for an improved policy, institutional, legal and regulatory framework at national and sub-national levels of financial services
- Promoting more relevant market infrastructure and ways to reduce transaction costs between FSPs and potential clients
- Stimulating improved access to financial products and services that respond to the needs of MSMEs
- Stimulating improved access to financial products and services that respond to the needs of households and individuals

2. BACKGROUND OF THE ASSIGNMENT

The 2017 FinScope Tanzania surveys were designed to better understand the demand, access and usage of financial services by different segments of the population. FinScope Tanzania was designed to build a comprehensive understanding of the financial services landscape and provide a baseline for service access and use. The aim was to inform and influence the FSDT activities, Government policy and private sector investment.

Prior to the FinScope 2017 Survey we have had 3 waves (2006, 2009 and 2013) of FinScope Tanzania. Through these waves of FinScope Tanzania we have been able to track progress towards financial inclusion. The survey has been able to reveal the type of services people use and why as well as the barriers that prevent more use and the regional differences. Given the consultative approach in the implementation of the survey as well as the rigor and quality of the survey, FinScope Tanzania is recognized by both Government and other financial service providers, researchers and academicians.

The survey has been used by the market in product development, tracking progress, shaping policies, formulation of industry strategies and in the implementation of a joint national framework for fast tracking financial inclusion in Tanzania.

Through this fourth wave of FinScope FSDT intends to go beyond top line reporting and perform further dissemination of regional levels as well as theme areas.

In parallel with the survey, FSDT has been preparing a dissemination strategy and starting to implement some of its key components.

The dissemination process has three phases, namely:

1. Preparation phase which has already begun and will continue until the launch of the FinScope main findings;
2. The active dissemination phase which starts off with the official launch and the subsequent month of intensive broad dissemination and a series of FinScope targeted workshops;
3. Engagement dissemination ending approximately eight months after the launch.

3. OBJECTIVES OF THE ASSIGNMENT

FSDT seek to commission a consultant to provide social media coordination services to the FSDT. The consultant will establish the organization's presence on the following social media platforms:

1. Facebook
2. Twitter
3. Instagram
4. YouTube
5. Blogs

We are looking for a talented social media coordinator to create and maintain a strong online presence for our organization. Your role is to implement online dissemination and engagement strategies through social media accounts.

If you are a tech-savvy professional with an interest in communicating with stakeholders through online channels, we would like to meet you. As a social media coordinator, you will develop original content and suggest creative ways to share findings, facts, infographics, etc. to stakeholders to promote the use of insights and data to attract more customers and promote our brand. Ultimately, you should be able to increase web traffic and customer engagement metrics aligned with broader marketing strategies.

4. SCOPE OF WORK AND LENGTH OF ASSIGNMENT

SPECIFIC RESPONSIBILITIES

1. Preparation phase which has already begun and will continue until the launch of the FinScope main findings;

The consultant will meet the following quotas per week:

- i. Three (3) Facebook posts
- ii. Five (5) twitter tweets
- iii. Three (3) Instagram posts
- iv. Post all available blogs from writer
- v. Stakeholder interactions in all of the social media channels

2. The active dissemination phase which starts off with the official launch and the subsequent month of intensive broad dissemination and a series of FinScope targeted workshops;

The consultant will meet the following quotas per week:

- i. Ten (10) Facebook posts
 - ii. Fourteen (14) twitter tweets
 - iii. Ten (10) Instagram posts
 - iv. Post all available blogs from writer
 - v. Post all appropriate videos on YouTube
 - vi. Stakeholder interactions in all of the social media channels
3. Engagement dissemination ending approximately eight months after the launch. This will also depend with the dates of the launches of the niche reports, thus a peak and drop effect during this phase. Niche reports will be launched at an interval of every other month.

Peak time engagement – Niche report launch

- i. Ten (10) Facebook posts
- ii. Fourteen (14) twitter tweets
- iii. Twelve (12) Instagram posts
- iv. Post all available blogs from writer
- v. Post corresponding and appropriate niche video on YouTube
- vi. Stakeholder interactions in all of the social media channels

Regular engagement – between niche report launches

- i. Eight (8) Facebook posts
- ii. Ten (10) twitter tweets
- iii. Eight (8) Instagram posts
- iv. Post all available blogs from writer
- v. Stakeholder interactions in all of the social media channels

SPECIFIC REQUESTS

- a. Researching audience preferences and discover current trends in receiving information on social media networks
- b. Creating engaging text, working with graphics designer and videographer to create visuals that go along with the text.
- c. Working with graphic designers and videographer to design posts that sustain readers' curiosity and create buzz around FinScope data.
- d. Engaging with stakeholders on social media, and monitoring this engagement.
- e. Measure traffic and monitor SEO
- f. Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- g. Facilitate online conversations with stakeholders and respond to queries
- h. Report on online reviews and feedback from stakeholders and other followers and readers

- i. Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- j. Oversee social media accounts' layout
- k. Suggest new ways to attract prospective, like promotions and competitions

5. CONDUCT OF THE WORK

The consultant will report to FSDT. The FSDT will provide Staff time and relevant project documents including the original project implementation plan as well as full reports from previous FinScope surveys.

6. DELIVERABLES FROM THE ASSIGNMENT

- Pre-launch, launch and engagement phases social media plan
 - Pre-launch to create excitement leading up to the launch of FinScope,
 - Launch to create buzz around launch and share key findings
 - Engagement phase – share continued FinScope Survey findings and deeper analysis from niche reports
- Social media content, artwork and infographics that will be obtained by liaising with writers, graphics designer, videographer, and possibly from field visits.
- Strategic social media engagement plan per week (s) of engagement- When social media content is developed after liaising with writers, graphics designer and videographer, the coordinator has to submit a weekly plan of how the content will be distributed strategically on social media channels. The coordinator should advice when to post in English or Swahili to optimize post effectiveness.
- Analytics and planning
 - Weekly Google Analytics Report for FSDT website
 - Weekly Facebook status, likes and traffic
 - Weekly YouTube analytics and views
 - Weekly Twitter posts, engagement and impressions
 - Weekly editorial calendar outlining the following week's content
- Advise FSDT on tweaks and amends to be made to social media plan to reach more intended stakeholders
- The consultant will meet with FSDT at the conclusion of every 30 day period (in person, by phone, or online) to discuss the progress and discuss strategy for the upcoming phase or month ahead.

7. TIMETABLE

The duration period of this work is twelve months; the expected start date will depend on the duration of contract signing. It is however anticipated to start by June 2017 and close by July 2018.

8. PAYMENT SCHEDULES

This will be a reimbursable fee paid monthly in arrears against a time sheet.

The FSDT will be reimbursing all agreed travel and other expenses upon submission of relevant receipts within ten days of approval of invoices submitted by the consultant.

9. PROFILE OF THE CONSULTANTS

The social media coordinator will be a native English and Swahili speaker, and have experience with research and mass communication.

The selected social media coordinator will have proven experience being part of a bigger team organizing a dissemination process in Tanzania. She/he should be accustomed to working virtually using a number of online applications to guarantee smooth collaboration with a number of agents.

10. PROPOSALS – FORMAT AND SCOPE

Bidders should submit separate technical and financial proposals. These may be submitted electronically or in hard copy, although FSDT would prefer soft copies. The deadline for submissions remains the same regardless of the format used. Any proposal submitted after the deadline will not be considered.

Bids should be delivered to the following email or physical addresses:

Electronic: nmwakiluma@deloitte.co.tz

Physical: Nkundwe Mwakiluma
Procurement Manager
Ernst & Young
PO Box 2475
Utalii House
36 Laibon Road
Dar es Salaam, Tanzania

A copy should be sent to FSDT Communications Advisor:

Electronic: neema@fsdt.or.tz

Where bidders submit proposals in hard copy, FSDT requests that they also submit an electronic copy within 24 hours of the deadline set out in section **Error! Reference source not found.**

10.1 TECHNICAL

The technical proposal should be no longer than five pages, excluding any appendices. The technical proposal should set out the tasks described in this ToR. It should include a work plan showing the proposed schedule of activities and timing of deliverables. The approach should also indicate how the social media coordinator will work with the head of research, the communications advisor and other relevant FSDT team members, and other dissemination agents. Relevant experience of the social media coordinator should be summarized in the main body of the proposal. Finally, the technical proposal must demonstrate familiarity with similar assignments.

10.2 FINANCIAL

This will be a reimbursable fee contract up to a maximum financial limit. Financial proposals should be quoted in US dollars. The FSDT requires a detailed and transparent budget breakdown in which all line items are clearly specified.

Financial proposals should be set out in the following format:

<i>Phases</i>	Rate (US\$)	Total (US\$)
Daily Fees		
Total Fees		
Other expenses (if any)		
Total Cost		

Financial proposals should be in US dollars and must be submitted separately from the technical proposal, whether electronically or in hard copy.

Daily rates for hotels and subsistence are fixed by FSDT policies. The FSDT's daily subsistence rates for Dar es Salaam and other parts of Tanzania are shown in Appendix A.

The actual time spent on field trips should be included in the person-days, but the location and therefore the final expense budget will be agreed with FSDT before the start of field work. Nonetheless, consultant is required to put in expenses based on the estimated time spent on field trips and the detailed unit costs shown on Appendix A.

Financial proposals should be denominated in US dollars. This consultancy will be subject to local taxes. It is the sole responsibility of the Consultant to meet all the tax

liabilities arising out of this assignment. Financial proposals will be evaluated on a basis net of any local taxes.

11. EVALUATION AND SELECTION

12.1 METHOD USED

Overall, the preferred bidder will be selected on the basis of presenting the most economically advantageous tender. This means that bidders 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.

The technical component of each proposal will be scored first using a grid that assesses a number of key attributes. This is set out below.

Technical Proposals Scoring Grid

<i>Criteria</i>	Sub-criteria score	Max. score for each criteria
Understanding of these ToRs, objectives and soundness of the proposal		45%
<ul style="list-style-type: none"> ▪ Addressing the challenges and all tasks mentioned in the scope of work, including any comments on these ToR. 	20%	
<ul style="list-style-type: none"> ▪ Originality and suitability of the proposal 	25%	
Professional competence and experience		55%
<ul style="list-style-type: none"> ▪ Relevant professional qualifications 	10%	
<ul style="list-style-type: none"> ▪ Experience in social media campaigns in Tanzania for organizations similar to FSDT 	15%	
<ul style="list-style-type: none"> ▪ Show innovation and creativity in content generation and sharing (portfolio) 	15%	
<ul style="list-style-type: none"> ▪ Experience in working in multimedia teams 	15%	
Total		100%

To be considered further, a minimum total technical score of 68/100 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 Head of Research), a representative of the Finance Manager (FM - Deloitte) and the FSDT Communications 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 Advisor
P.O. Box 4653
De Ocean Plaza, 2nd floor,
400 Toure Drive, Masaki
Dar-es-Salaam
Tanzania
neema@fsdt.or.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.

The media expert is particularly encouraged to access FinScope materials published on <http://www.fsdt.or.tz/finscope/>.

13. OTHER MATTERS

13.1 CONFIDENTIALITY

All information contained in the terms of reference and attachments is provided on a strictly confidential basis solely for the use of Tenderers in connection with a competition for the supply of services for the above contract. It is a condition of this competition that Tenderers (and any sub-contractors) shall:

- take all reasonable measures to protect this confidentiality and avoid the unauthorized use, disclosure, publication, or dissemination of confidential information;

- not use this information other than for the purposes of preparation of a tender, and shall disclose it only to officers, directors, or employees on a specific need to know basis; and
- not disclose, publish or otherwise reveal any of the information contained herein except with the specific prior written authorization of FSDT.

13.2 CONFLICT OF INTEREST

Tenderers (and any sub-contractors) must disclose in their tender details of any circumstances, including personal, financial and business activities that will, or might, give rise to a conflict of interest, if they were awarded this contract. Where Tenderers identify any potential conflicts they should state how they intend to avoid such conflicts. FSDT reserves the right to reject any tender which, in its opinion, gives rise, or could potentially give rise to, a conflict of interest.

14. TAXATION MATTERS

The Consultants will be responsible to pay withholding tax and all other tax liabilities as per Tanzanian Tax laws. Any such tax amounts shall be the responsibility of the consultant.

15. SUBMISSION DETAILS

The deadline for submitting proposals is 1600 Tanzanian time on Friday 16th 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

A copy of the bid document must be emailed to:

Neema Mosha
Communications Advisor
P.O. Box 4653
De Ocean Plaza, 2nd floor,
400 Toure Drive, Masaki
Dar-es-Salaam
Tanzania

Electronic: neema@fsdt.or.tz

APPENDIX A - FSDT ACCOMMODATION RATES FOR BED & BREAKFAST BASIS (in US\$) AND DAILY ALLOWANCES (IN TSh)

Group A Dar es Salaam Arusha Mtwara	US\$ 200.00
Group B Mwanza Zanzibar Mbeya	 170.00
Group C Tanga Dodoma Morogoro Iringa	 150.00
Group D Any other place not mentioned above	 130.00

DAILY ALLOWANCES (in TSh)

Groups	Lunch	Dinner	Incidental	TOTAL (TSh)
A&B	25,000.00	40,000.00	35,000.00	100,000.00
C&D	20,000.00	30,000.00	25,000.00	75,000.00