



## **REQUEST FOR THE APPOINTMENT OF A SERVICE PROVIDER/S TO PROVIDE MEDIA MONITORING SERVICES TO VOLUNTEERS FOR AFRICA**

### **1. PURPOSE**

Volunteers for Africa invites proposals from qualified service providers or organizations to provide expert media monitoring services

### **2. BACKGROUND**

Volunteers for Africa is a Non Governmental organisation formed in the year 2001 and working in the fields of Environment, Governance, Health and Livelihoods as well as Volunteerism.

Currently, the organisation is implementing an environmental programme-Jua Tenda- in 10 counties in the Republic of Kenya.

As part of its mandate; Jua Tenda through the support of Act! Embassy of Sweden and Ukaid is supporting the airing of Eco-Journal - an environmental show on Kenya Television Network between **June and September 2014**

### **3. SCOPE OF WORK**

#### **3.1. Social Media Monitoring**

1. Scan and analyse forums, blogs and other forms of social media platforms for reach, impressions and references, to the 'Eco Journal' news features that will air between **June and September 2014**
2. Analyse and collate the social media users' opinion on the show's impact in general and the topics featured in it
3. Scan and analyse the show's total reach in hits/numbers on the social media platforms

### **3.2. Media Monitoring**

1. Scan and analyse viewers' opinions on the impact of the show in general and per topic as aired
2. Scan and analyse the total reach of the show in terms of viewers per topic
3. Provide a disaggregated data on the viewers of the show in terms of location, sex and age

## **4. COMMENCEMENT OF SERVICE**

The project will commence on the **15<sup>th</sup> of June 2014**

## **5.0 PROJECT TIMELINES**

The successful service provider will be expected to hand in a comprehensive report within 14 working days from the last airing day/date of the show capturing all the outputs stipulated in section 3.

The successful service provider is also expected to hand in periodic reports after every episode aired capturing the above outputs as per section 3 of this call

## **5. PERFORMANCE MEASURES**

The service provider shall prepare and submit a proposal statement outlining, among others, the details of the deliverables and the costing, which shall be at own cost.

## **6. CONFIDENTIALITY**

6.1. All information generated, communication produced, and data acquired, and any other material produced under the auspices of this project remains the intellectual property of VFA.

6.2. The service provider will be bound by the same clause of confidentiality and code of ethics.

## **7. MONITORING PROGRESS ON THE PROJECT**

Programmes Coordinator VFA will be responsible for regular and ongoing management of the contract with the Service Provider.

## **8. CONDITIONS OF SERVICE**

The service should include:

8.1 A list of references with contact details.

8.2 Provision to meet with and/or brief Department from time to time.

## **9. COSTING**

9.1 It is expected that a comprehensive budget will be provided, outlining the following:

9.2 Detailed costing showing items and categories;

9.3 The calculation of rates charged and/or a breakdown of amounts against all the envisaged consulting time; and

9.4 Inclusive of value-added tax for services to be rendered / products to be developed.

## **10.0 SUBMISSION OF PROPOSALS**

Please submit your proposals and estimates to david.mwenda@volunteersafrica.org and copy procurement@volunteersafrica.org by May 26<sup>th</sup> 2014 12.00 p.m

**11 SPECIFIC COMPETENCIES AND EXPERIENCE REQUIRED FROM THE SERVICE PROVIDER**

<b>Track Record:</b>	<ul style="list-style-type: none"><li>- Record/ profile of previous work done.( sample and letter of appointment from clients/contracts/orders)</li><li>- Quality assurance systems that ensure compliance with stated requirements.</li><li>- Performance record in similar projects.</li><li>- List of past clients</li></ul>
<b>Experience:</b>	<p>Strength of the proposal, indicating the following:</p> <ul style="list-style-type: none"><li>- Demonstrated experience in the in similar projects.</li><li>- Understanding and adhering to the terms of reference on the scope of the assignment and deliverables, sufficient resources and tools to undertake the assignment.</li></ul>