

REQUEST FOR PROPOSALS

CORPORATE COMMUNICATIONS AND SOCIAL MEDIA MARKETING SPECIALIST



The South African Medical Association NPC

a non-profit company duly registered in terms of the Companies Act, 71 of 2008

Registration Number 1927/000136/08

(Hereinafter referred to as “**SAMA**”)

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1. INTRODUCTION

The South African Medical Association ("SAMA") was established in 1927 (then known as the Medical Association of South Africa ("MASA")) and became known as SAMA through the unification of a variety of doctors' groups on 21 May 1998 that represented a diversity of interests. SAMA is a non-statutory, professional association for public and private sector medical practitioners. SAMA is registered as a non-profit company in terms of the Companies Act. SAMA is a voluntary membership association, existing to serve the best interests and needs of its members in all healthcare-related matters.

The South African Medical Association is looking for a qualified service provider who will offer Corporate Communications and Social Media Marketing services for a period of twelve (12) months. SAMA aims to improve its membership experience and growth thereof, brand positioning and visibility and wishes to outsource these services to a successful bidder. This document outlines specifications, requirements, and instructions for responding to this request for proposals (RFP):

Information related to the bid:

RFP Number:	RFP SAMA/ Corporate Communications and Social Media Marketing Services
Description:	Provision of Corporate Communications and Social Media Marketing
Publication Date:	02 May 2024
Validity Period:	30 days from the RFP closing date
Closing Date:	27 May 2024
Closing Time:	16:00 PM
Bids Submission:	creditors@samedical.org <ul style="list-style-type: none">• All bids may be submitted electronically to this email address on or before the cut of date and time.
All related enquiries to be directed to:	MARCOMM@samedical.org



2. OBJECTIVES OF THE REQUEST FOR PROPOSAL

The objectives of the envisaged outsourced services within SAMA are to:

- 2.1. Contribute towards growth of the SAMA membership by a minimum of 30% of the current base line number through revamping the association's communications, visibility, and social media presence.
- 2.2. Develop and execute an integrated communication, marketing and brand strategy, including a digital plan to enhance SAMA Membership value, increase the volume of traffic on SAMA's platforms, brand positioning and visibility. The service provider will be required own the brand voice and core messaging of the association.
- 2.3. Plan, create, publish, and share key membership and healthcare related content (which may include images and videos) on a regular basis, with such content building meaningful membership connections, increasing SAMA brand awareness, and encouraging stakeholders and the public to engage with the brand.
- 2.4. Analyse relevant and appropriate social data and/or metrics, social media best practices and insights as tools of measuring the success of all content being channelled through various channels, using such information to refine future communication and engagement strategies.
- 2.5. Monitor search engine optimization (SEO) and members' or public engagements and provide suggestions on content optimization in improving the organisation's overall strategy.
- 2.6. Work with the Chief Information Officer for the development of the SAMA Membership portal, revitalized SAMA website, social media platforms and corporate stationery.
- 2.7. Develop and execute a stakeholder engagement plan, media management plan and a public relations strategy that will enhance the brand of SAMA and enhance membership value. This will incorporate the development of stakeholder map based on detailed analysis of all stakeholders with an indication of targeted communications.
- 2.8. Work with the Professional Affairs and Membership Engagement departments, among other internal departments, to develop a comprehensive membership offering, that includes but not limited to membership webinars, events, various branch engagements and other key platforms where SAMA Members interact and participate on.
- 2.9. Leverage the unique position of SAMA as the only and oldest national medical association in South Africa to build meaningful membership benefits with key strategic partners.
- 2.10. Coordination of digital activities across web and social media platforms that will enable SAMA to reach a broader audience, with a purpose of building trust and SAMA's reputation with the creation of open and genuine engagements, in line with SAMA's goals and objectives.
- 2.11. Train and develop SAMA staff at head office and SAMA branches on the strategic use of communication and social media to enhance and develop SAMA's brand positioning and visibility.



3. SERVICES AND SCOPE REQUIRED FROM THE SERVICE PROVIDER

SAMA will evaluate all bids received based on qualitative and financial considerations. The evaluation will be split into three categories, namely:

- i. Stage 1: Mandatory requirements (company compliance documents);
- ii. Stage 2: Functionality Evaluation; and
- iii. Stage 3: Pricing and BBBEE Evaluation.

All bidders who meet a minimum functionality threshold (70 points) will proceed to the pricing assessment. All bids that pass functionality will then be assessed solely on pricing.

3.1. STAGE 1: MANDATORY REQUIREMENTS

- 3.1.1. Completed Tender Documents.
- 3.1.2. Certified copies of Company Registration documents.
- 3.1.3. Proof of Tax compliance with SARS (for this purpose submit a SARS Pin Number to allow SAMA verification of compliance. This should include all companies or parties in the event of a joint venture or consortium).
- 3.1.4. Proof of company registered business address.
- 3.1.5. Valid BEE Certificate
- 3.1.6. Audited or independently verified financial statements for the last three financial years.
- 3.1.7. At least three trade references in the last three financial years.
- 3.1.8. Registered company directors certified identity documents; and
- 3.1.9. Key information to be included in the bid submission:
 - a. Name of bidder.
 - b. Registration number (include all parties if a consortium or joint venture).
 - c. VAT registration number (include all parties if a consortium or joint venture).
 - d. Contact person.
 - e. Telephone number.
 - f. E-mail address.
 - g. Postal address.
 - h. Physical address.

Failure to submit these mandatory documents will result in the bidder being disqualified from proceeding to Stage 2.



3.2. STAGE 2: FUNCTIONALITY EVALUATION (TOTAL OF 100 POINTS)

EVALUATION CRITERIA	Evaluation Indicator	Points
Company experience (20 points) SAMA is looking for a suitably experienced service provider to provide services of an outsourced Corporate Communications and Social Media Marketing function.	5 years or less	5
	5-10 years' experience	10
	11-15 years' experience	15
	Above 15 years' experience	20
Company References of similar worked performed at other entities (10 points) Attach proof of references obtained from other companies in the provision of Corporate Communications and Social Media Marketing services.	Three (3) reference letters, with ALL of them coming from companies <u>WITHOUT</u> similar background of work done by SAMA (Healthcare and or Professional Association)	5
	Three (3) reference letters, with at least one (1) reference letter coming from a company in the healthcare industry or work done by SAMA (Healthcare and or Professional Association)	7
	At least three (3) reference letters, with <u>ALL</u> reference letters coming from a company in the same industry or work done by SAMA (Healthcare and or Professional Association)	10
TEAM COMPOSITION (Experience) (20 points) Provide a detailed list of the team to be assigned to SAMA: <ul style="list-style-type: none"> • Communications and Brand Strategist • Communications, Brand and Media Specialist • Social Media and Digital Specialist • Marketing and Member Engagement • Content and copywriter Include an abridged profile of each team member, with a minimum of the above staff included. 	100% of the team has 0-3 years' experience.	5
	100% of the team has a minimum of 3 years' experience or more.	10
	100% of team has a minimum of 5 years' experience.	15
Technical Evaluation (50 Points) The bidder should demonstrate their understanding of the services required, how the service will be delivered, and any value adds in	Understanding of services required	5
	Understanding of the SAMA environment and how the function could be performed effectively	5
	Proposed plans and strategies	10



EVALUATION CRITERIA	Evaluation Indicator	Points
delivering the services among other key information required when performing Corporate Communications and Social Media Marketing services.	Indication of any value add to SAMA during the 12 months of this appointment	10
	Project Plan	5
	Reporting plan	5
TOTAL POINTS AVAILABLE TO PASS FUNCTIONALITY		100
MINIMUM SCORE REQUIRED FOR PROGRESSION TO STAGE 3		80

3.3. STAGE 3: PRICE AND BBBEE EVALUATION

All bidders that pass the Functionality Evaluation will then be assessed on Pricing and BBBEE. A valid BBBEE certificate or affidavit will be required as part of the tender documents submission to allow for the scoring of points on this stage. Points will be allocated as follows.

Evaluation Criteria		Points
1.	Price	70
2.	Black Economic Empowerment (points allocated based on level of bidder as follows): <ul style="list-style-type: none"> • Level 1 – 30 points, • Level 2 – 20 points, • Level 3 – 10 points, • Level 4 – 5 points. 	30
Total		100