



ELIMINATION 8

ANGOLA • BOTSWANA • ESWATINI • MOZAMBIQUE  
NAMIBIA • SOUTH AFRICA • ZAMBIA • ZIMBABWE

## REQUEST FOR PROPOSALS

### TERMS OF REFERENCE – AGENCY/FIRM

### COMMUNICATIONS AND MEDIA SUPPORT FOR THE SADC MALARIA ELIMINATION 8 SECRETARIAT

#### 1. BACKGROUND

The Elimination 8 (E8) Regional Initiative, formed in 2009, was established under the auspices of the Southern Africa Development Community (SADC) to provide a platform for coordinating regional E8 malaria elimination efforts. The E8 aims to accelerate malaria elimination by 2030 starting with four low-transmission “frontline countries”— Botswana, Eswatini, Namibia, and South Africa, and pave the way for elimination in four middle- to high-transmission “second line countries”— Angola, Mozambique, Zambia, and Zimbabwe, through enhanced collaboration and coordination. Specifically, it has the following mandate:

1. To strengthen regional coordination in order to achieve elimination in each of the E8 member countries;
2. To elevate and maintain the regional elimination agenda at the highest political levels within the E8 countries;
3. To promote knowledge management, quality control, and policy harmonization to accelerate progress towards elimination;
4. To facilitate the reduction of cross-border malaria transmission; and
5. To secure resources to support the regional elimination, plan, and to ensure long term sustainable financing for the region’s elimination ambitions.

The SADC E8 is supported administratively by its Secretariat, based in Windhoek, Namibia. The Secretariat is looking to implement its Communications and Visibility Plan to facilitate successful information flow between the E8 and the different stakeholders in malaria elimination.

Monthly, the E8 Secretariat packages and disseminates regular information to aid advocacy efforts, strengthen relations, and increase the visibility of E8 work and best lessons in malaria elimination in southern Africa. These information products often require the skills of a graphic designer, social media consultant, communications expert, and media liaison.

## **2. RESPONSIBILITIES**

The selected Agency/Firm will implement the Plan over a period of 10.5 months, starting mid-February 2022, until December 2022, renewable based on availability of funding and evidence of good service.

The agency or firm will work closely with key staff of the E8 under the oversight of the Head of Policy, Advocacy, and Communications to provide the following services;

- I. Graphic design services for; Annual Reports, ad-hoc presentation slides, information factsheets, and brochures, as well as the quarterly newsletter.
- II. Media Liaison and Outreach for Press Releases
- III. Social Media Management Services
- IV. Digital Marketing
- V. Editing

## **3. DURATION OF CONTRACT**

10.5 Months

## **4. EXPECTED PROFILE OF THE AGENCY/FIRM**

The agency/firm is expected to possess the following, and demonstrate evidence thereof;

- In-house capacity for the responsibilities requires
- More than 5 years' existence and business experience
- A SADC-based agency/firm. Namibia is most preferred
- Experience managing the communications of a health organization an added advantage

## **5. HOW TO APPLY**

Business portfolios and profiles can be sent to [procurement@sadce8.org](mailto:procurement@sadce8.org) on or before the 30<sup>th</sup> of January 2022. Following submission, shortlisted agencies will be contacted for a discussion and negotiation on the full list of services needed, for the development of a cost proposal and payment structure for the contract.