



Request for Consultant Services Proposal

Solicitation Title:	Reviewing and Updating ZHI Communication Strategy
Solicitation Number:	ZHI.SHARED.2024.06.053
Submit Proposal to:	procurement@zhi.org.zw
Date of Issue of RFP:	June 14, 2024
Date Proposal Due:	June 24, 2024, at 1700hrs
Approximate Date of Contract Award	By July 01,2024

Method of Submittal:

Respond via e-mail with attached document in MS Word / pdf format.

The Consultant agrees to hold the prices in its offer firm for **60 days** from the date specified for the receipt of offers unless another time is specified in the addendum of the RFP.

Background

Zimbabwe Health Interventions (ZHI) is a not-for-profit human development organization which is registered as a Private Voluntary Organization (PVO 17/22). ZHI's mission is to develop and deliver innovative and sustainable high-impact, integrated health interventions to the communities we serve, while working with and strengthening existing institutions. As part of its strategic objectives, ZHI recognizes the importance of effective communication in achieving its mission and engaging stakeholders. To ensure the alignment of communication efforts with organizational goals and strategy, ZHI seeks the expertise of a consultant to review and update its Communications Strategy.

Purpose of Assignment

ZHI seeks to engage the services a consultant to review and update the ZHI communications strategy. Under the overall guidance of the Communications and Stakeholder Engagement Advisor, the Consultant will review and update the Communication strategy.

Objectives

The primary objectives of this consultancy are as follows:

- Conduct a comprehensive review of ZHI's current communication strategy, including its goals, target audiences, key messages, channels, and evaluation methods.
- Identify strengths, weaknesses, opportunities, and threats (SWOT analysis) associated with the existing communication strategy.
- Develop a revised communication strategy that aligns with ZHI's mission, vision, and strategic objectives for the next five years.
- Provide recommendations for integrating innovative communication approaches, emerging technologies, and best practices relevant to ZHI's sector.
- Outline a monitoring and evaluation framework to assess the effectiveness of the updated communication strategy.

Scope of Work:

The consultant will undertake the following tasks:

- Conduct an initial desk review of ZHI's existing communication materials, including internal and external documents, reports, and relevant data.
- Conduct interviews or focus group discussions (as necessary) with key stakeholders, such as ZHI's senior management team, staff members, to gather insights and perspectives on the current communication strategy.
- Analyze the current communication strategy, including its goals, target audiences, key messages, and channels, and compare them against industry best practices and benchmarks.
- Identify gaps and areas of improvement in the current strategy and provide recommendations for addressing them.
- Develop a revised communication strategy that includes clear goals, target audiences, key messages, channels, and activities for the next five years.
- Provide guidance on integrating innovative communication approaches, emerging technologies, and digital platforms into ZHI's communication efforts.
- Design a monitoring and evaluation framework to measure effectiveness of the updated communication strategy.
- Present findings, recommendations, and the updated communication strategy to ZHI's management team and incorporate their feedback.

Deliverables

The consultant will deliver the following outputs:

Deliverable	Timeline (Days)
1. Inception report: An initial report outlining the consultant's understanding of the assignment, proposed methodology, and work plan.	2
2. Review report: A comprehensive report assessing the strengths, weaknesses, opportunities, and threats for the communication strategy.	2
3. Updated communication strategy: A revised communication strategy document, including: a) A detailed action plan, key messages, target audiences, channels, and activities for the next five years b) Internal and External Communication Plans c) A Stakeholder Map d) A Stakeholder Management Plan e) Revised media policy	7
4. Monitoring and evaluation framework: A framework outlining the indicators, methods, and tools to evaluate the effectiveness of the updated communication strategy	1
5. Final report and presentation: A final report summarizing the entire consultancy process, including findings, recommendations, and the updated communication strategy, and a presentation to be delivered to ZHI's management	2
Total Number of Consultancy days	14 days

Timeline

The estimated timeline for this consultancy is **fourteen [14] working days**, starting from the contract commencement date. The specific milestones and deadlines will be further refined and agreed upon during the inception phase.

Consultant Qualifications

The ideal consultant should possess the following qualifications and expertise:

- A minimum of a Masters degree in, Communication, Journalism, Public Relations, Development Studies, Business Administration, social sciences or another related field,
- PhD in relevant field is an added advantage.
- At least 10 years of progressively responsible and relevant professional work experience in developing strategic plans for similar organizations.
- Demonstrated experience in developing and reviewing communication strategies for organizations in the development sector, and samples of similar work
- Strong knowledge of best practices, emerging trends, and innovative approaches in communication and marketing.
- Familiarity with the development sector specific communication challenges and opportunities.
- Excellent research, analytical, and strategic thinking skills.
- Strong verbal and written communication skills, including the ability to present complex information in a clear and concise manner.
- Ability to work collaboratively with diverse stakeholders and incorporate their input and feedback.
- Previous experience in monitoring and evaluation of communication strategies is desirable.
- Well-informed of the national (Zimbabwe) and Southern Africa regional context with previous experiences working in different countries in the SADC region.

Reporting and Coordination

The consultant will report to the Communications and Stakeholder Engagement Advisor at ZHI. Regular coordination meetings with ZHI Senior Management Team (SMT) will be scheduled to review progress, provide feedback, and ensure successful completion of the consultancy.

Proposal Submission

Interested consultants are invited to submit the following documents:

- a) Technical proposal:** Including a methodology, work plan, team composition, and any other relevant information. The technical proposal should detail the following:
 - Understanding of the Terms of reference.
 - A capacity statement including demonstrated ability to handle the assignment.
 - A detailed plan of conducting the exercise, with a clear description of the methodology.
 - Budget breakdown detailing consultancy and any other related costs i.e., daily rate.
 - Detailed curriculum vitae with at least three recent organizations where similar services of the consultant were utilized including contact details and title of the assignment.
 - Completed biodata form.
- b) A Financial proposal:** Providing a breakdown of costs associated with the consultancy.

Contract Award

The contract will be awarded to the consultant who presents the most advantageous proposal based on the evaluation criteria. ZHI reserves the right to accept or reject any proposal received and to cancel the procurement process at any time prior to contract award.

How to Apply

No paper applications will be accepted. Individual(s)/organization with the experience, skills and expertise in the above assignment should submit a proposal, CVs and evidence of previous work done related to these activities to ZHI on procurement@zhi.org.zw by 24 June 2024 at 1700hrs. Please indicate the title of this consultancy in the email subject line, “Reviewing and Updating ZHI Communication Strategy”.

Evaluation and Selection

Proposals will be evaluated and ranked according to the criteria described in the criteria below, with a total overall maximum point value of 100:

Criteria	Score
1. Technical Proposal <ul style="list-style-type: none">- Capacity statement and relevant experience that shows an understanding of terms of reference and demonstrated ability to handle the assignment. It should include descriptions of similar work and solid references. Demonstrated experience and expertise in developing and reviewing communication strategies in the development sector. Qualifications and expertise of the consultant and the proposed team.- Understanding of ZHI's mission, goals, and communication needs.- A clear description of the proposed methodology and timeline for consultancy deliverables. Clarity and feasibility of the proposed methodology and work plan	60%
2. Supporting Evidence of Ability to Conduct this Consultancy. <ul style="list-style-type: none">- Three (3) samples of previous Communication Strategic documents or Similar work done.- A list of three (3) recent organizations where similar services of the consultant were utilized including contact details and title of the assignment.	30%
3. Cost-effectiveness of financial proposal	10%
Total	100%

Selection will be based upon “**Best Value**”. Applications will first be evaluated and scored from a technical standpoint. Applications that are technically acceptable shall then be evaluated in terms of cost. The award shall be issued to the offeror with the highest combined technical and cost score. Further discussions with shortlisted candidates may be held, and references checked.

Payment conditions

The consultant should detail how their payments are structured and any related terms thereof. Payments shall be made directly to the vendors’ Nostro bank accounts, subject to applicable taxes, after approval by Executive Director or his/her designate.

Terms and Conditions

- ZHI reserves the right to eliminate bids deemed not to be in the best interest of ZHI and award the contract to the bidder whose submission is in the best interest of the organization.
- ZHI reserves the right to accept or reject any proposals received at any time, without thereby incurring any liability to the affected bidder(s) or any obligation to provide information on the grounds for the action.
- ZHI reserves the right to enter into agreements not specified herein. All responses must be received on or before the deadline of submission date.
- Incomplete proposal submissions that do not comply with all specifications will be rejected.