

DRAFT TERMS OF REFERENCE FOR AN AGENCY TO UNDERTAKE ELECTRONIC MEDIA MANAGEMENT ON BEHALF OF GOVERNMENT OF UGANDA

1. BACKGROUND.

The Government of Uganda (GoU) is seeking to improve the efficiency and effectiveness of its media buying and message delivery about priorities, policies, programs, projects and activities in Ministries Departments and Agencies (MDAs).

GoU would like to enlist more value from its advertising spend to ensure greater appreciation and citizen participation in its policies, programs and projects to enhance transparency and foster rapid socio-economic transformation as envisaged under the National Vision 2040 and the National Development Plan (NDPII). This is further envisaged to support service delivery through adequately and holistically informing, engaging and mobilizing them.

GoU through Ministry of ICT & National Guidance (MoICT & NG) is, therefore, seeking the services of a competent and vastly experienced, Media Agency to mobilise content, develop, place, monitor and document messages from MDAs. The specific Terms of Reference for the Media Agency being sought by the MoICT & NG include;

2. TERMS OF REFERENCE FOR THE CONSULTANCY.

The specific Terms of Reference (ToRs) for the provision of GoU's electronic Media management, buying and creative services will include:

(a) Develop and ICT-enabled tool for managing content and liaise with MDAs and MoICT & NG to receive and processing claims from media houses for payment.

Develop and present the most effective Multi Channel Media plan for the GoU brand, with an appropriate Multi Channel Media mix throughout the FY.

(b) Target audience definition for all core general audience segments for GoU.

(c) Advise on appropriate media vehicles as needed based on strategic direction (TV, radio, print, print, outdoor, online etc.) for efficient and effective message delivery.

(d) Transfer all completed and approved GoU adverts as per approved chase lists and ensure flighting according to approved Multi Channel Media schedules

(e) Where applicable, transfer cleared approved out-door adverts as per approved chase-lists and ensure flighting according to approved GoU schedules. Undertake site trips to ensure proper hoisting.

(f) Under-take pre-buy media cost estimates to inform GoU planning and budgetary projections, especially where changes occur.

(g) Carry out negotiations with media houses to ensure that GoU as a bulk advertiser gets reasonable discounts its spend.

(h) Under-take on-line processing of advertising orders and claims and liaison with MoICT & NG for timely payment processing.

(i) Liaison with MoICT & NG and MDAs to regularly generate data and other forms of content that feeds into message development.

(j) Negotiating contracts placing, monitoring of adverts and documenting/reporting.

2.1. OTHER TERMS OF REFERENCE INCLUDE:

a) Coordinate with other Agency disciplines, internal GOU resources, and third party providers to establish and maintain reporting systems against key ROI metrics.

b) Provide written post buy analyses per seasonal promotion for broadcast as well as an annual plan post buy analysis that encompasses all media (broadcast, print) planned and purchased by the GOU.

c) Create holistic media plans; recommendations reflective of the key metrics, research against the target audience, and creative direction.

d) Pro-actively identify and assess new opportunities and developments in media consumption and viewpoints that may impact GOU in the short and long term

e) Participate in planning meetings, reviews, requirements sessions, and briefings

3. SELECTION CRITERIA:

a) Must be in position to provide a tailor made integrated electronic tool to enhance and coordinate GOU's inter department communication activities (from planning through to billing).

b) Must have been in operation for 15 years and over.

- c) Must have an experienced team to coordinate the hierarchy of activities.
- d) Experience of the team in handling large private sector accounts will be an added advantage.
- e) Experience in online media buying and understanding is key.

4. ADDITIONAL SELECTION CRITERIA:

- a) Demonstrable ability to deliver a unified media strategy for government and how the firm will deliver a good R.O.I in media buying by GoU.
- b) Demonstrable IT capabilities to develop, institute and operationise on-line content management, placement and invoicing system.
- c) Agency will be required to demonstrate the kind of reporting you will provide to GOU
- d) Agency will be required to show your experience in market segmentation to help GOU achieve the best Return on Investment from media spends.
- e) Agency will be required to demonstrate the type of reporting and frequency you would provide to GOU.
- f) Agency will be required to demonstrate your understanding of the Ugandan media landscape including trends and psychographic shifts.

Submission deadline: Not later than 19th March 2019.