



ADDENDUM No. 1

REQUEST FOR PROPOSALS (RFP)

**CONSULTANCY SERVICES FOR PROVISION OF WEBSITE MANAGEMENT AND DIGITAL MEDIA
MANAGEMENT (SOCIAL MEDIA) FOR TRADE CATALYST AFRICA**

TENDER No.: PRQ20240004



MAY 2025

**CONSULTANCY SERVICES FOR PROVISION OF WEBSITE MANAGEMENT AND DIGITAL MEDIA
MANAGEMENT (SOCIAL MEDIA) FOR TRADE CATALYST AFRICA**

1. This addendum serves to clarify the procuring entity's decision to the documents that must be considered in preparation of the bid and the need to ensure quality, probity in implementation of the project.
2. This addendum forms an integral part of the tender document and will therefore be considered at the evaluation stage.

3. Revised Section 18: Technical Evaluation

EVALUATION CRITERIA

| No | Description | |
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| A | Firm's Experience (45 marks) | Maximum Points |
| 1 | Provide proof of 3 years of continuous experience managing the following digital platforms: LinkedIn, Facebook, X (formerly Twitter), Medium blogs, YouTube (mention specific and/or cross-cutting social media strategies and plans, analytics or insights/tools). | 5 |
| 2 | Proven experience in site hosting and administration for at least 3 previous assignments of similar nature. (Cite 3 assignments with clients with a similar profile as TCA). | 15 |
| 3 | Demonstrate proficiency in website design (10 marks) and management strategies (5 marks) deployed for at least 3 previous assignments of similar nature. | 15 |
| 4 | Submit summaries of social media strategies developed for at least 3 previous clients from government and NGOs as proof of experience. | 10 |
| | Subtotal A | 45 |
| B | Approach and Methodology (23 marks) | Maximum Points |
| 1 | Submit a proposal on tools, technologies, and methods to be used in undertaking the assignment | 10 |
| 2 | Submit a proposal for the implementation and workplan | 10 |
| 3 | Submit the organisational and staffing structure | 3 |
| | Subtotal B | 23 |
| C | Team Leader (18 marks) | Maximum Points |
| 1 | Must have at least 3 years of experience in website design and digital management. | 3 |
| 2 | An in-depth expertise in using the WordPress content | 3 |

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| | management system. | |
| 3 | Proven familiarity with development and execution of online marketing strategies. | 3 |
| 4 | Excellent command of writing and copy-editing skills and able to review and improve the overall quality, accuracy, and readability of content. | 3 |
| 5 | Displays in-depth knowledge and understanding of social media platforms (Facebook, X (Twitter), Instagram, YouTube, Medium, etc.) and how each platform can be deployed in different scenarios. | 3 |
| 6 | Maintains a working knowledge of principles of SEO including keyword research and Google Analytics. Highly knowledgeable in the principles of "Search and Social." | 3 |
| | Subtotal C | 18 |
| D | Other Experts (14 marks) | Maximum Points |
| 1 | <p>Digital Campaign Strategist/Digital Content Producer.</p> <p>Demonstrate experience in implementing creative online campaigns.</p> <p>The incumbent should share:</p> <ul style="list-style-type: none"> i) portfolio of past campaigns with KPIs (reach, engagement, conversions); ii) campaign briefs, strategy decks, or results reports; iii) references from previous campaigns showing innovation and creativity; and iv) screenshots or links to active/archived campaign materials. | 2 |
| 2 | <p>Multimedia designer/Visual Content Creator.</p> <p>Proficient in the use of image editing software (Photoshop, Illustrator) and video editing software, e.g., Adobe Premiere pro, Final cut.</p> <p>The incumbent should share:</p> <ul style="list-style-type: none"> i) a design portfolio, including social media graphics, infographics, gifs, and short-form videos; and ii) edited videos showcasing storytelling and technical quality. | 2 |
| 3 | <p>Project Manager.</p> <p>Demonstrate flexibility and adaptability to respond to multiple requests under a tight deadline.</p> | 2 |

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| | <p>The incumbent should share</p> <ul style="list-style-type: none"> i) testimonials or referee feedback on responsiveness and adaptability; ii) description of fast-paced projects in resume/portfolio; iii) availability of sample works created under pressure or tight timelines; and iv) performance on short turnaround assignments or trials. | |
| 4 | <p>Content strategist/social media manager.</p> <p>Ability to transform technical project content into easy digestible format that engages the social media audience.</p> <p>The incumbent should share</p> <ul style="list-style-type: none"> i) before/after samples of technical content simplified for social; ii) posts that translate project jargon into visual or plain language storytelling; iii) links to infographics, explainer videos, carousels, reels, etc.; and iv) examples of content pieces with high engagement metrics. <p>Makes evident good technical understanding and can pick up new tools quickly.</p> <ul style="list-style-type: none"> i) Evidence of using various platforms: canva, sprout social, bluesky, medium, etc. ii) Certifications in new tools or digital platforms, such as LinkedIn Learning, Coursera, etc. | 4 |
| 5 | <p>Digital Storyteller</p> <p>Displays ability to effectively communicate information and ideas in written and video format.</p> <p>The incumbent should share</p> <ul style="list-style-type: none"> i) Published blogs, social media posts, or newsletter; ii) Videos with voiceovers to captions created by the expert; iii) Scripts or storyboards accompanying published media; and iv) Writing samples from websites or digital campaigns. | 2 |
| 7 | <p>Copy Editor / Content Writer</p> <p>Writing and copy-editing skills, with the ability to improve</p> | 2 |

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| | <p>the overall quality, accuracy, and readability of content and checking for proper grammar, punctuation and spelling.</p> <p>The incumbent should share</p> <ul style="list-style-type: none"> i) Samples of edited articles, social media captions, and website copy; ii) Grammar-checked versions with tracked edits; and iii) Endorsements on writing clarity and quality from peers or supervisors. | |
| | Subtotal D | 14 |
| | Grand Total out of 100 | 100 |

Save for the above, any other tender requirement remains unchanged.

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 May 2025.