

Terms of Reference for Integrated Marketing Communications Management Agency 2021.

Background:

As part of supporting its Marketing, PR, Communications and Brand promotion, FINANCE TRUST BANK (FTB) is looking to engage service providers for management of these functions for which this RFP is being issued.

Finance Trust Bank is a fully licensed and regulated financial institution by Bank of Uganda under license number A1.028. The Bank was licensed as a Tier 1 Commercial Bank in November 2013 and today serves more than 350,000 customers who are both men and women with 34 branches spread across the country. Our foot print is mainly in the suburbs and peri-urban locations to reach the lower end customers that we are targeting for our savings, credit and value added services.

SCOPE OF WORK:

1. Branding: development of brand strategy

- Update and standardize the brand manual annually
- Perform quarterly brand audits to keep the brand fresh and alive across the network.
- develop brand strategy to align with business objectives
- engage internal and external stakeholder audiences in strategic sessions
- manage sub-contractors engaged for branding executions
- align and achieve visual identity across the bank footprint
- development of brand positioning and messaging platform

2. Marketing strategy and planning

- provide advice and strategize overall marketing activities
- engage in market research activities, as required
- develop strategic marketing and advertising plans
- provide a measurement program to outline performance metrics, targets, benchmarks, etc.

3. Digital marketing strategy and content generation

- provide advice on strategy for digital marketing (including social media campaigns)
- influencer management and marketing.
- inform SEO strategy
- Content marketing.
- create analytics reports for current state and future campaigns-
- Boost traffic and engagement on all social media platforms with optimization of ratings
- create and maintain relationships with influencers and partners-
- manage monitoring, analytics and interpret digital KPIs
- manage digital IP, policy and guidelines (in collaboration with legal teams)
- manage community user accounts and activity (working with IT and web teams)
- manage user generated and third party content

- manage the day-to-day execution of social media messaging and community maintenance
- create community governance structure (including cross-team working) and manage all key Stakeholders
- act as a coach and ambassador in social media and digital engagement for other teams in the business

4. Creative and campaign development

- Overall content development for both audio, visual elements, still and motion
- Photography and video coverage, editing and archiving
- provide strategy, oversight and guidance in creative development
- provide design and copywriting for print and digital applications
- assist with development of message matrices for stakeholder audiences
- review/audit current high-level messages (elevator pitches)

5. Account Management

- collaborate with all teams to develop and coordinate project plans, strategize, and execute work in a timely manner
- provide exceptional customer service and account management
- provide solutions and resources to efficiently and effectively meet creative needs while maintaining the highest quality standards
- be current with best practices and provide recommendations for effective performance on the categories outlined above
- Perform all client relationship management functions.

6. Public Relations and Events Planning & Management

- planning publicity strategies and campaigns
- writing and producing presentations and press releases
- organizing and attending promotional events such as press conferences, open days, exhibitions, tours and visits
- Planning and executing promotional campaigns
- Edit and update promotional material and publications (brochures, videos, social media posts etc.)
- Seek opportunities for partnerships on social causes and long term sponsorships.
- Track media coverage and follow industry trends
- Prepare and submit PR reports

7. Media Relations

- Responsible for channeling and influencing communications to the media, including preparing articles, press kits, press releases, and other content initiatives.

- Cultivate and manage relationships with media gatekeepers by maintaining media contacts database of editors and journalists, updated at the beginning of each quarter. This should include print, magazine, online publishers, radio, Television and bloggers that are inclined to women in business, development finance and gender based reporting.
- Prepare articles and press releases for the media.
- Enhance effectiveness of press and publicity function.
- Develop relationships with national and regional press contacts to ensure the company reputation is promoted and to deflect criticism.
- Plan and oversee press events.
- Compose company literature and reports, speeches and opinion articles for internal and external use.

8. Events Coordination

- Planning and managing events of varying sizes and purposes.
- Establishing and maintaining relationships with vendors and venues
- Creating reliable financial reports and collecting payments on time
- Remaining under budget with all costs

9. Media Strategy, Planning, Buying and Monitoring

- Media planning to include selecting appropriate media and deciding the scheduling of advertisements.
- Guide the organization in achieving advertising and communication objectives
- Apportion messages to reach the appropriate target audience around a brand's budget.
- Supervising the execution and Monitoring/ Reporting

Team Qualifications and Responsibilities:

(Provide credentials to support qualifications)

- Proven business experience of at least 10 years in media monitoring and reporting
- Proven national work experience with re-known companies,
- Have a least 4 active clients and provide a list indicating description of services, contract duration, value and contact reference,
- Production, planning and monitoring software capacity with demonstrated ability to provide credible reports.
- Proof of existing partnerships, joint ventures or MoUs with supporting industry experts in content development, editorial, editing, digital and automated reported.
- Strong awareness of media communication behavior in Uganda
- Ability to execute multi-linguals but focusing in English, Runyakitara, Lusoga, Ateso, Lumasaba, Lugbara, Swahili, Japadhola, Kupsabiny.
- Media accreditation to press clipping and media monitoring organizations if monitoring by proxy.

- Must submit at least 3 letters of reference attesting client satisfaction
- Provide sample news coverage report of articles on a chosen company or agency organized into an optimal, easy-to-read format, prioritizing top stories from top tier media around Uganda.
- Have registered company to conduct business and provide copy of business incorporation.
- Be responsible for providing appropriate staffing and oversight for the efficient completion of the services. Present CVs of the 5 key personnel.

Grading Criteria:

Aspect	Marks	criticality
Legal Status	10	medium
Understanding of Banking sector	10	high
Staff Experience	20	Very high
Account Management structure	5	medium
Technical proposal	30	Very high
Financial proposal	15	high
Accessibility and Flexibility	5	low
Corporate culture	5	medium

Request for Proposal:

FINANCE TRUST Bank invites you to submit a proposal to show approach, methodology and execution strategy based on the case study below:

Case Presentation:

The Bank is set to launch a new savings product for young adults graduating out of university and joining the job market. The product; has favorable features such as, minimum management fees of only 18,000 per year, free mobile and internet banking, ATM card with 50% of current rate charge on every transaction. The product also attracts 2.5% interest rate for savings over UGX500,000 per month retained over 30 days.

Instructions: Design a 45 minutes presentation on:

- Product branding
- Target audience profile
- Launch strategy
- Detailed Integrated marketing communications campaign plan for 6 months
- Probable partners in moving the product for faster uptake.
- Indicative Budget including 6- months retainer fee for the Agency
- Monitoring and Evaluation framework.

Disclaimers:

The Agency may choose to pitch with or without sample audio-visual productions. There will be no penalty for lack of samples

The Agency will incur its own costs in the preparation of the pitch with no commitment for reimbursement

The Agency may choose to pitch along with partners.

Presentation can be made by multiple presenters.

Submissions:

RFP to be submitted in two parts:

1. Technical Proposal with Case Presentation
2. Financial Proposal (based on Case)

Soft Copies of not more than 10 MBs to be submitted via email to: fbmarketing2021@gmail.com

Queries:

Please send email to fbmarketing2021@gmail.com before 30th November 2021.

Deadline:

Friday 3rd December 2021 at 5.00pm