



REQUEST FOR SERVICE PROVIDER

MARKETING AND COMMUNICATIONS

1) Overview

The National Association of Social Change Entities in Education (NASCEE) is a member-led association that creates and supports opportunities for networking, capacity building and collaboration between non-profit organisations in the education sector, to maximise their collective contribution toward the national development goals related to education. The Association was launched in May 2019 and has begun to make a significant contribution to the education sector in South Africa. Since its launch, NASCEE has had three capacity building conferences and amassed 137 members, while it engages and communicates with 2,500 education NPOs on its database.

NASCEE comprises of funders, non-government organisations (NGOs), and social change entities, who are dedicated to making quality education accessible to all South Africans. Within our current and potential membership, we have organisations that focus on niche areas along the entire education value chain. As multiple stakeholders working together, NASCEE promotes equitable quality education for all South Africans.

2) Opportunity

NASCEE is seeking training service providers to design and implement various skills development programmes for its members aimed at addressing critical skills for the sector. The skills development programmes are to be rolled out between April 2023 to July 2023, each targeting 25 beneficiaries who will be selected from our member organisations.

3) Scope of work

Design and implement an on-line (virtual) Marketing and Communications skills programme for NASCEE members that covers key competences and include amongst others the following:

- Demonstrate a systematic understanding of marketing communications theories and concepts
- Deploy techniques to advertise new product to the market, based on a case study
- Write a Marketing Communications Plan integrating the advertisement into a comprehensive new product/service launch campaign
- Integrate the theory-based marketing decisions with budget management, operational planning, group management and decision-making
- Critically evaluate marketing communications tools
- Apply the theory to develop analytical and decision-making skills in marketing communications applications.

The skills programme must either be accredited or recognised by a reputable body.

NASCEE member organisations will be invited to participate in the skills building programme and requested to identify the best suited staff members to register based on their position and/or the work that they do in the organisation. We envisage that coming into the programme, some of the participants

may only have a basic understanding of Marketing and Communications concepts and may therefore require additional mentoring.

It is anticipated that the scope of work requires 2 days per month over 2/3 months.

4) Criteria

Interested parties are required to submit a comprehensive outline of their proposed methodology, skills, and experience of their team (including highest qualifications) as well as an organisational track record offering Marketing and Communications training with references. Submission of your B-BBEE certificate or affidavit will be an added advantage.

All submissions will be reviewed by the NASCEE Governance and Finance Committee in accordance with the following criteria:

Criteria	Weight	Comments
Capacity	10	Demonstrate human resource capacity to implement the programme
Level of transformation	10	Based on the people involved in the programme (race, gender) and/or B-BBEE credentials – full points if team includes previously disadvantaged individuals
Type of entity or nature of bidder	10	Non-profit, for-profit, consultant – preference for non-profit entities with NASCEE membership
Previous experience	30	Relevant experience based on past work, track record in the field. Must have a track record of 3 or more years
References	10	At least two (2) reference letters or contactable references provided
Proposal and methodology	30	Comprehensive proposal and implementation plan with a clear, logical, and realistic approach
Total	100	

5) Expected timelines

- 3 March 2023: Deadline for submissions
- 10 March 2023: Calls to shortlisted applicants
- 14 to 16 March 2023: Shortlist interviews
- 24 March 2023: Appointment finalised
- 31 March 2023: Submission of training plan which includes specific training dates and training programme outline

6) Format of submission

The proposal should be 5-10 pages, including detailed budget (all taxes should be factored in).

7) Submission of proposal

Please submit your proposal to szhanda@nascee.org.za no later than **17h00** on **3 March 2023**.