

REQUEST FOR PROPOSALS - DIGITAL SERVICES 2024

1. ABOUT AFRICANENDA

AfricaNenda is an African-led team of experts committed to unlocking the potential of digital financial services for the financially excluded across the continent by accelerating the scale-up of instant and inclusive payments systems. Our approach is to provide public and private sector stakeholders with technical expertise and the capacity to reduce barriers to digital payments. We want to enable everybody in Africa to make digital transactions seamlessly and at a low cost wherever they are on the continent by 2030.

Visit our website for more information: www.africanenda.org

2. OBJECTIVES OF THE RFP

AfricaNenda wishes to seek and retain a reputable and qualified creative digital firm to provide digital marketing, web design, web development and social media support services. The selected firm shall have a track record of success in designing and producing digital solutions, and executing digital strategies that integrate Paid, Earned and Owned channels, in order to support achieve its yearly strategic plans and objectives.

AfricaNenda is seeking not only a digital agency, but a partner that will be integral in its growth efforts and share a dedication to excellence and success.

3. SCOPE OF SERVICES

- Collaborate with the AfricaNenda Communications Team to form strategic recommendations and efficiently execute strategies and workplans, including research and information sharing, planning, optimization, analytics and reporting.
- Support awareness building, lead generation, engagement and retention.
- Design, develop and implement a new and improved website with a new look and feel and enhanced functionalities to provide a better UX, drive traffic and retain visitors.
- Develop a holistic approach to include: user journey mapping and optimization, organized, attractive and user-friendly content display, creative designs, efficient functionalities...
- Social Media: provide support in executing our existing social media strategy. This includes content creation and curation, consistent posting across our platforms, proactive engagement with our audience, community growth and managing day-to-day activities/posting.
- Email Marketing & Automation: provide email marketing strategy and support inclusive of copywriting and email design.
- SEO: provide strategies and implementation recommendations to increase organic search visibility for relevant topics and keywords to support AfricaNenda's awareness and growth
- Digital Advertising: provide digital advertising strategy, creative, and media plans to deliver on identified KPIs and ROI/return on ad spend by utilizing a mix inclusive of Google AdWords, paid search, social and other advertising categories.
- CMS: provide recommendation on the best CMS to be used for AfricaNenda based on the needs assessments and discussions to come.
- Data visualization and Power BI services required as well.

- Measurement & Optimization: develop testing and optimization strategy, implement ongoing testing and optimization plan, and provide recurring performance reporting.
- Monthly website maintenance, quality control, administrative and technical support, reporting & analytics.
- Project and account management, weekly digital status meetings.
- Source code handover: full source code including all developed libraries shall be the propriety of AfricaNenda.
- Timing and duration of the assignment: 1 year, renewable based on performance.

4. QUALIFICATIONS REQUIRED

All bidders must have applicable qualifications and experience providing digital support services including comprehensive website (design and development) and social media support, as well as organic and paid digital advertising including search engine optimization, execution, and measurement.

- Minimum of 8 years of work experience in websites design and development, UI/UX, SEO and SEM, CMS, Power BI...
- Rich experience in producing creative digital services for Africa and/or experience in Africa with development organizations, NGOs or non-profits
- Experience in financial inclusion would be a plus
- Deep understanding of the latest digital marketing trends and technologies
- Strong track record in management social media platforms
- Portfolios, reels and/or live websites samples of past and similar digital services required
- Mandatory design deliverables languages: French, English and Arabic
- Data visualization and motion design experience would be a plus
- Knowledge management tools and platforms experience would be a plus
- Capability to provide monthly website maintenance, quality control, and administrative and technical support
- Able to work effectively, often under tight deadlines, and deliver a quality product in a professional manner
- Commitment to quality assurance procedures and risk mitigation measures
- Ability to work remotely at all stages of the projects

5. PROPOSAL FORMAT

- Applicants shall submit a technical and a financial proposal
- While there is no minimum page limit for the proposal, the maximum page limit is 20 pages (including short CVs of the project team members) which are expected to be clear and concise.
- **Technical Proposal**
 - Experience and qualifications as detailed in the section “4. Qualifications Required”
 - Project team and work processes
 - Risks and mitigation procedures: comprehensive list of expected project risks and possible mitigation measures.
- **Financial Proposal**
 - Round 1:
 - The financial offer shall clearly present the generic rate card of the bidder

- It will also state the daily or hourly rates per profile of the proposed project team
- Round 2:
 - The shortlisted bidders will be contacted for a second round
 - They will be asked to provide a specific quotation, based on a concrete briefing, and will have to include a monthly retainer (maintenance, CMS support, social media management...) and per project specific quotations (SEO, SEM, Power BI, paid media...)
- Currency: all rates must be given in US Dollars, including taxes if applicable
- Applicants must strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. Applicants found to have a conflict of interest shall be disqualified.
- Language of the proposal : English.
- Duty station : the contractor will perform the services remotely, from their location.
- Proposal validity period: 90 days.

6. PROCESS & EVALUATION CRITERIA

Submissions

- Proposals should be submitted electronically by **15 February 2024**, to info@africanenda.org with the following subject line: “**RFP – Digital Services 2024**”.
- Proposals received after the deadline will not be considered.

Round 1

- All proposals will be evaluated based on the criteria listed in the table below
- The technical and financial proposals will be reviewed by a panel of AfricaNenda and scored according to the criteria below:

Criteria	Weighting
Technical Proposal: clear and well-articulated proposal based on the specifications listed in section 4, quality of work samples provided, level of creativity, innovative tech and designs, proven experience and references	60%
Financial Proposal: clear and well-articulated rate card, in addition to daily or hourly rates per profile proposed in the project team	35%
Gender balanced project team and African-based agency	5%
Maximum Score	100%

Round 2

- The shortlisted bidders will be contacted for the second round
- A new evaluation grid will be shared, based on a specific briefing to quote

Notification and Contracting

- Selected bidders shall be notified of the outcome results from vetting process of the proposals by 15 March 2024.
- AfricaNenda will issue the agreement documents once the selection process has been completed.

7. ADDITIONAL INFORMATION

- The contractor will be expected to work on an as-needed basis

Target audience(s)

- Digital payments stakeholders, regional economic commissions, central banks, governments, digital financial services providers, mobile network operators, press & media, opinion leaders, funders...

Reporting

- The contractor will work under the direct supervision of the AfricaNenda Communications Team

Usage rights

- All code, design, materials, concepts... provided in the performance of the services shall be the sole property of AfricaNenda.
- AfricaNenda will have the exclusive usage rights and intellectual property rights on the assets created, and may use in all its communication channels, with no time limit or duration.