



## Terms of Reference (TOR)

**November 2024**

### **Media Relationship Management, Stakeholder Engagement, and Media Advisory Services.**

#### **1.0 Introduction**

Shelter Afrique Development Bank (ShafDB) is the Pan-African Multilateral Development Bank (MDB) dedicated to promoting and financing housing, urban development and related infrastructure. It operates through a shareholding of 44 African governments and two institutional shareholders: the African Development Bank (AfDB) and the African Reinsurance Corporation (Africa-Re).

Our institution is involved in financing housing across the value chain, both on the demand and supply sides, through its four (4) business lines: Financial Institutions Group (FIG), the Project Finance Group (PFG), the Sovereign and Public-Private partnerships (PPP) Group, and the Fund Management Group (FMG).

#### **2.0 The Engagement**

In the last four years, ShafDB has pursued a transformative communications and marketing strategy. This effort includes rebranding, developing a new logo and website, engaging market research consultants, and fostering better press relations. This shift aims to improve media engagement and reposition ShafDB's brand across the continent and globally.

These Terms of Reference (TOR) outline the requirements for **Media Relationship Management, Stakeholder Engagement, and Media Advisory Services** to support SHAF's continued efforts in building a strong media presence and enhancing its stakeholder engagement.

#### **3.0 Services Required**

Respondents must provide evidence of capability to deliver some or all the following services:

## I. Media Intelligence

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- **Track and analyze media coverage** of ShafDB and adapt the communications strategy accordingly (e.g., amplify positive coverage, respond to inaccuracies).
- **Issue immediate corrections** to misleading or inaccurate coverage.
- **Monitor traditional and social media**, tracking volume, tone, sentiment, and the content of media reporting and online conversations.

## II. Media Exposure

- **Leverage relationships with media houses** in Africa and globally to ensure consistent and positive coverage of ShafDB's events, press releases, and meetings.
- **Mitigate the impact of negative stories**, ensuring fair and balanced representation.
- **Host monthly planning meetings** with ShafDB to agree on media activities and develop a monthly media management plan.

## III. Communications Positioning and Strategic Media Relations

- **Engage trusted media contacts** to ensure they understand ShafDB's strategic direction.
- **Arrange editorial briefings** with senior management in various media markets across Africa.
- **Facilitate one-on-one media interviews** with senior leadership.
- **Draft and distribute collateral** such as press releases, holding statements, and other media materials.
- **Develop key messaging** and a **Q&A bank** to ensure consistency in media responses.
- **Advise on tone and format** for media engagements.

## IV. Event Support

- **Draft and distribute press releases** covering ShafDB's key events and activities.
- **Push for the placement of deep captions** and **video content** in relevant media.
- **Share edited video footage** with editorial desks, ensuring ShafDB is represented positively.

## V. Editorial Engagement

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- **Facilitate regular interviews** between journalists and ShafDB, ensuring press releases are captured in major newspapers and publications.
- **Map out media coverage opportunities** and propose ideas to enhance ShafDB' s visibility and reputation.

## VI. Social Media Amplification

- **Amplify ShafDB' s messages** through effective social media engagement.
- **Engage reputable bloggers** to positively promote ShafDB' s agenda, ensuring public conversations are aligned with its objectives.

### 4.0 Evaluation Criteria

The following technical criteria will be used to evaluate responses:

Criteria	Weightage
Capacity demonstrated in providing media management, editorial engagement, and all required services	35%
Demonstrable relevant experience, including examples of similar responsibilities and tasks	45%
Method/Approach to Media Management and profile of the team members	20%
<b>Total Technical Score</b>	<b>100%</b>

To proceed to the next stage, firms must achieve a minimum technical score of **75%**.

### 5.0 Financial Proposal

The proposed price for this engagement must:

- Be fixed.
- Be VAT inclusive (if applicable).
- Be quoted in **Kenyan Shillings** for Kenyan-based firms, or **USD** for international firms.

The financial proposal should include a detailed breakdown of costs, explaining the services covered and those excluded.

Selection will be based on **70% technical** and **30% financial** evaluation. The formula for determining the final scores (Sf) is as follows:

**Sf = 100 x Fm / F**, where:

- **Sf** is the financial score,
- **Fm** is the lowest price, and
- **F** is the price of the proposal under consideration.

The **Final Score** will be calculated as:

**Final Score = 0.3 Sf + 0.7 St**, with **St** being the technical score.

## **6.0 Submission Details**

All proposals must be submitted by **18th November,2024**, midnight **EAT** via email to:

### **Procurement & Disposal Committee**

Shelter Afrique

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