



**Zantchito Skills for Jobs Project- Technical Assistance**

**Request for Proposal (RFP):**

**Strategic communications and PR Agency / Consultant to Carry Out Communication and Visibility Enhancement Work for the British Council delivered Zantchito Skills for Jobs Technical Assistance (TA) Project**

<b>Title of assignment</b>	<b>Strategic communications and PR services for Zantchito Skills for Jobs Technical Assistance (TA) Project</b>
<b>Location</b>	Malawi
<b>Duration</b>	20 months
<b>Expected start date</b>	1 <sup>st</sup> May 2025
<b>Expected end date</b>	31 December 2026

**1. Background**

The British Council Zantchito Skills for Jobs TA Project is European Union (EU) funded initiative aimed at empowering youth with the skills and knowledge required to enhance their employment prospects. This project supports the development of relevant vocational skills and promotes economic participation, particularly the youth, with special attention to the needs of women and girls. The project works closely with productive sectors and industries to boost provision of skills that employers require, enhance youth employability and support sustainable economic growth.

Programme activities focus on two main strands: to help enhance the relevance, inclusiveness and quality of TEVET systems, piloting innovations and approaches that strengthen their relevance to the needs of the labour market and improve outcomes for learners.

The two strands are set to improve the TEVET system at a strategic governance level and the institutional delivery level with the overall objective to increase employability and self-employment opportunities available to young TEVET graduates and entrepreneurs, The strategic level is strengthening stakeholders' capacity to coordinate, govern and effectively manage an inclusive TEVET portfolio collaborating directly with the Ministry of Labour the TEVET Authority (TEVETA), and working with the government, the private sector, educators, TEVET institutions, training providers communities, employers and other governments. At the institutional level, the project is supporting the piloting of the concept of sectoral Centres of Vocational Excellence (CoVEs) in partnership with the private sector and according to labour market needs.

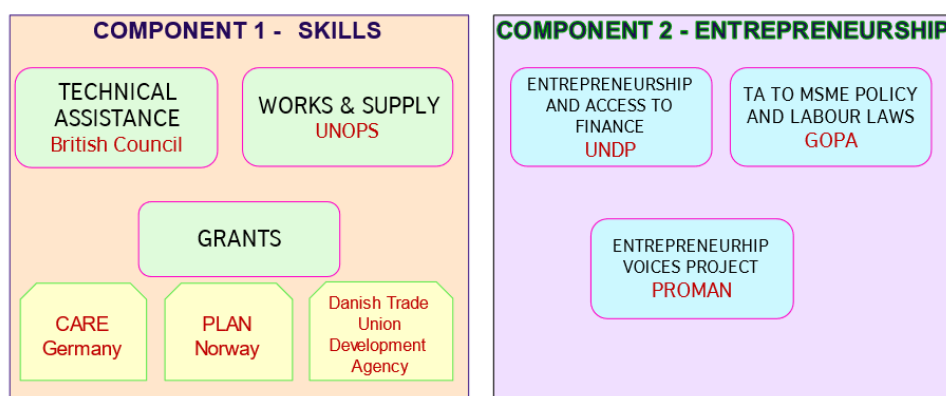
The programme is in line with **Malawi's Vision 2063**, the country's long-term development goal of attaining an inclusively wealthy and self-reliant industrialised upper middle-income status by 2063 and recognises quality TEVET as essential for developing a globally competitive and highly motivated human resource that will drive achievement of the Vision.

The direct beneficiaries of the project's interventions are the relevant ministries and wider TEVET stakeholders, but the final beneficiaries of the improved TEVET are the students and the increased skills and opportunities for the TEVET graduates as well as the private sector employers who will benefit from improved skills of graduates

Effective communication and visibility are critical for its success. The British Council seeks to engage a Communications and PR Agency/consultant with vast expertise and experience in strategic communication and visibility enhancement capacity, to ensure the project's goals are communicated effectively to various stakeholders and the wider public.

The Zantchito TA is part of an overarching Zantchito Skills for Job Project which is implemented under two main components – component 1 - Skills and component 2 – Entrepreneurship as illustrated in the diagram below:

## ZANTCHITO SKILLS FOR JOBS PROJECT



The Technical Assistance (TA) project in component 1 is worth EUR 5,700,000 and delivered by the British Council, the following table provides more information about the project.

### Scope of the Project / programme

<b>Title</b>	The Technical Assistance (TA) project -Zantchito – Skills for Jobs- Component 1
<b>Duration</b>	4 Years
<b>Geographical scope</b>	Malawi
<b>Total budget</b>	Approx. EUR 5,700,000
<b>Target groups</b>	Ministry of Labour Technical, Entrepreneurial and Vocational Education and Training Authority (TEVETA) Other relevant Ministries and government bodies TEVET training providers (formal/informal) Employers and industry representatives Local communities
<b>Final beneficiaries</b>	TEVET graduates Employers
<b>Overall objective</b>	To increase employability and self-employment opportunities available to young TEVET graduates and entrepreneurs, with special attention to women's needs

<b>Title</b>	<b>The Technical Assistance (TA) project -Zantchito – Skills for Jobs- Component 1</b>
<b>Purpose (specific objectives)</b>	<p>1.Improved co-ordination of the national TEVET system to realise governance that supports the improved quality and inclusiveness of outcomes</p> <p>2. TEVET delivery and outcomes that meet sector and local economic and social needs</p>
<b>Expected results</b>	<p>1.1 Improved co-ordination of institutions, better clarity on responsibilities and greater use of inclusive and evidence-based decision-making that supports the development and implementation of policies and strategy for an effective TEVET system.</p> <p>1.2 Enhanced participation of private partners in the TEVET ecosystem contributing to higher quality, relevant and inclusive TEVET outcomes.</p> <p>2.1 A sectoral approach to skills development is piloted in four Centres of Vocational Excellence (CoVE).</p> <p>2.2 TEVET development, regulation and delivery is better able to respond to sector and local economic and social needs</p>

## 2. The main Objective of this Assignment

The main objective of this assignment is to enhance the visibility and communication of the Zantchito Skills for Jobs TA Project. The Communications and PR Agency / Consultant will be responsible for reviewing, refining and implementing the communication strategy that raises awareness, informs stakeholders, and highlights the project’s outcomes.

## 3. Specific Objectives

- To review and support the implementation of the communication strategy tailored to the needs of the Zantchito Skills for Jobs TA Project.
- To enhance the visibility of the project through various media platforms and channels.

- To produce high-quality media content that showcases the project's activities, outcomes, and impact.
- To ensure the project's branding is consistent and aligns with the British Council's communication policies and that of the EU as provided for in the project.

#### **4. Scope of Work**

The Communications and PR Agency / Consultant will undertake the following tasks:

- **Media Strategy Implementation, Outreach and Engagement:**
  - Review and support the implementation of the media strategy that includes a comprehensive approach to visibility and communication.
  - Identify key messages, target audiences, and appropriate media channels (TV, radio, digital platforms, print media, etc.).
  - Develop a schedule for media outreach and engagement, taking into account project milestones and events.
  - Identify and establish partnerships with relevant media outlets to increase coverage and reach.
  - Coordinate press conferences, media events, and other activities that enhance the visibility of the project.
  - Secure media placements, including interviews, feature stories, and press coverage.
  - Develop a crisis communications plan outlining how reputational risks or communication crises will be managed and provide a crisis communication framework.
- **Content Creation:**
  - Produce high-quality multimedia content (newsletter, orient website videos, photographs, articles, press releases, etc.) that showcases the project's work, success stories, and impact.

- Develop case studies, success stories and relevant communications products, in support of the two core activity areas of the project
- Develop creative content for social media platforms, the project newsletter, website, and online campaigns to engage with a broader audience.
- Regularly update project website with content and news.
- **Branding and Design:**
  - Ensure the consistency of the project's branding and messaging across all communication materials.
  - Create promotional materials (e.g. flyers, posters, banners) that effectively convey key messages and information about the project.
  - Design the project newsletter format.
- **Monitoring and Evaluation:**
  - Develop a system for monitoring the effectiveness of the communication strategy, including media coverage, public engagement, and stakeholder feedback and making improvements based on the feedback and lesson learning.
  - Prepare monthly progress reports of the communication and visibility activities with a focus on demonstrating their effectiveness against agreed metrics.
  - Provide recommendations for improving media engagement and outreach as the project progresses and action the recommendations as approved by the project team leader.

## 5. Deliverables

The Communications and PR Agency / Consultant will be required to submit the following deliverables:

1. **Inception Report:** A refined and update of the existing communications and visibility strategy, a detailed communication plan, timelines, and proposed methodologies.
2. **Monthly Media Reports:** A report summarizing the media activities, content produced, media coverage secured, and the effectiveness of the engagement.
3. **Quarterly Reports:** Quarterly evaluations of the strategy's effectiveness

4. **Multimedia Content:** A variety of media content including newsletter, website, videos, photographs, articles, and case studies.
5. **Tracking Traffic:** Indicate mechanisms and present periodical percentages on increasing website traffic, social media reach, or engagement targets for digital engagement.
6. **Media Outreach Reports:** A list of media outlets engaged, articles, and interviews secured, and media coverage received.
7. **Final Report:** A comprehensive evaluation of the communication and visibility efforts, including lessons learned and recommendations for future communication initiatives.

## 6. Duration of the Assignment

The assignment will be conducted over a period of **20 months**, with the possibility of extension based on project needs and performance. The Agency is expected to submit monthly progress reports and quarterly evaluations of the strategy’s effectiveness.

## 7. Reporting and Supervision

The Communications and PR Agency / Consultant will report directly to the **Project Team Leader** of the Zantchito Skills for Jobs TA Project at the British Council and coordinate on regular bases with the Project Communications Manager. Regular progress meetings will be held to ensure that all tasks are on track and to address any challenges that may arise.

## 8. Time scales for the RFP

<b>Activity</b>	<b>Date / time</b>
Announcement/Publication of RFP for Media Firm to Carry Out Communication and Visibility Enhancement Work for the British Council Zantchito Skills for Jobs Technical Assistance (TA) Project	10 April 2025
Deadline for clarification questions ( <b>Clarification Deadline</b> )	20 April 2025
British Council to respond to clarification questions	As received

Deadline for submission of RFP responses by potential suppliers ( <b>Response Deadline</b> )	25 April 2025
Final Decision	2 May 2025
Contract concluded with winning supplier	9 May 2025
Contract start date	12 May 2025

## 9. Mandatory Minimum Requirements (Qualifications and experience)

The selected Agency must meet the following criteria:

- Proven experience in media production, communication strategy development, and public relations, impact story telling particularly in development projects.
- Strong portfolio showcasing previous work in media content creation, including enhanced visibility and impact sharing via videos, articles, case studies, press releases, and social media campaigns.
- Evidence of In-depth knowledge of the media landscape and networks, particularly in the local context and media habits of key stakeholder audiences.
- In addition to an understanding of the media landscape in Malawi, the agency/consultant should demonstrate how they will engage with key stakeholders and adapt communications for diverse audiences.
- Experience working with international organisations and/or development projects is an asset.
- Evidence of experience in successful management of development communication projects, strategies or portfolios
- Extensive experience working in Malawi
- Demonstrated ability to meet deadlines and deliver high-quality work under pressure.

## 8. Procedure for submission of RFP

- Interested bidders must submit their bids which should include all the submission requirements: Copies of Curriculum Vitae (CV), qualifications, copy of tax compliance certificate/Tax Clearance Certificate



- Certificate of Registration/Incorporation verifiable from relevant issuing authority.
  - Current Tax Clearance Certificate issued by the appropriate authority
  - Taxpayer/ Tax Identification Number (TIN)
  - Details of bank account on agency's official letter headed paper, as all payments due on the contract, if awarded, will be made through direct bank transfer.
  - Corporate profile with list of past & present clients.
  - Formal letter of reference from at least two of the clients lists above.
- **Technical proposal**
    - Proposed methodology and expert's understanding of the RFP
    - Proposed work plan for the 20-month-schedule of activities with specific timelines as per the proposed start and end dates provided in this RFP
    - Detailed curriculum vitae(s)/expert profile plus list of all similar assignments with contacts of the clients, work samples and at least three professional references from previous recent clients
    - Sample executive summary reports for similar assignments
  - **Financial proposal**
    - Professional fees which should detail total daily rate in Malawi Kwacha to be paid as per the British Council payment terms
    - Travel related costs if needed, it will be either covered by the British Council or reimbursed against actual receipt.
    - Send the above Application to [Subsahara.Procurement@britishcouncil.org](mailto:Subsahara.Procurement@britishcouncil.org) with the subject of the email as **Communications and PR Agency / Consultant to Carry Out Strategic Communication and Visibility Enhancement Work for the British Council Zantchito Skills for Jobs Technical Assistance (TA) Project** by Friday 25 April, 2025 at 11:59 PM.

If you have any clarification requests please share it with us through the following email [Subsahara.Procurement@britishcouncil.org](mailto:Subsahara.Procurement@britishcouncil.org) before 20 April, 2025 (Deadline date of the clarification requests) please indicate in the subject of your email the following **(Strategic Communication and PR Agency / Consultant to Carry Out Communication and Visibility Enhancement Work for the British Council Zantchito Skills for Jobs Technical Assistance (TA) Project)**.