

83437757 - Questions & Answers - 30.05.2023

1. The ToR calls the development of a communications and outreach strategy. Must we cost for the implementation of the strategy that we will develop over the duration on the tender period?
[No, the implementation of the strategy will be done by the project](#)
2. The Title of the ToR refers to PR but there are few PR activities mentioned in the tasks. Is it correct that we should only plan and cost for limited PR support as listed? Or do you want us to propose more extensive PR activities and cost for the implementation of these activities?
[The first assumption is correct. Please cost only for the activities mentioned in the tasks.](#)
3. The ToR makes reference to outreach activities. Would you like us to conceptualise a full outreach strategy that targets communities in key provinces?
[The outreach strategy should include key provinces but being kept economical](#)
4. The experts listed don't include experts for PR, outreach and other specialist areas, should these experts be included under "other costs" on the pricing schedule?
[The activities are structured in a way that they should be taken up by the suggested experts. Please don't include additional experts under "other costs"](#)
5. The TOR is calling for a communication agency to develop a communication and outreach strategy – however there is no allocation for a communications and marketing expert – please advise on how we are to include this necessary specials with the budget and proposal

[The development should be done by the suggested experts. All activities described should be allocated under the suggested experts. The implementation of the communication and outreach strategy will be done by the project.](#)

- a. Additional functions of a communications/marketing expert as per the TOR Include:
 - i. Placing of the JUST SA activities on approved social media networks
 1. There is also a lot more to this in terms of the production of the caption copy, hashtags etc – who is responsible for this?
 - ii. Tracking JUST SA media mentions 'media mapping' (number updates needed in February & August of each contract year).
 - iii. Support communication for and about events
 - iv. Assist JUST SA communication officer with the media contacts management (if requested).

[Please allocate the costs for the activities under the suggested experts.](#)

6. The TOR required a website design – as there is not allocation for a web developer expert is the assumption that the website build and development will be undertaken by another agency and part of a separate TOR? I.e a graphic designer is not a website developer ;)
 - a. The TOR also does not refer to website hosting but does refer to maintenance "the design layout and maintenance of the JUST SA website"

The website development and hosting will be done by a different agency.

7. The editing requires a translator for Siswati, IsiZulu and/or Xitsonga – how or where can we include this outsourced item with the budget – would this need to come out of the flexible remuneration?

Yes, if needed translation costs can be covered by that.

8. Producing of eight at least 3 minutes videos of the JUST SA project – there is no expert allocation for a video editor

The video editing needs to be outsourced.

9. Also can we just clarify that the duration of the project is 3.5 years? Midway 2023 to the end of 2026?

Yes, the project is setting up a long-term support structure.