



Request for Proposals

Media Monitoring Services: September 2022-October 2023

Issued: September 28, 2022

Responses Due Date: October 14, 2022

Vendors may email questions and responses to the following contact:

procurement@awf.org copying WOdhiambo@awf.org

African Wildlife Foundation (AWF)

AWF Conservation Centre Ngong Road, Karen

P.O Box 310 00502 Karen-Nairobi



1. About AWF

African Wildlife Foundation (AWF) is an international conservation organization formed in 1961. Together with the people of Africa, AWF works to ensure that the wildlife and wild lands of Africa will endure forever. Headquartered in Nairobi, Kenya, AWF has field offices in nine African countries: (Kenya, Tanzania, Uganda, Cameroon, Zimbabwe, Ethiopia, Democratic Republic of Congo, Niger, and Rwanda) and is registered in the United Kingdom, Canada, Switzerland and South Africa.

2. Introduction

The AWF Strategic Communications has been actively monitoring the digital space for AWF media mentions and conservation and wildlife stories around the world that relate with the work that we do.

In the last decade, it is important to note that there has been a great revolution in both the digital and print spaces in Africa. Media monitoring is an important tool for AWF to not only track the mentions, but also to monitor the progress reports on contemporary issues that affect conservation globally.

One of the core pillars of the Strategic Communications Team is media engagement. Therefore, it is important to know who is talking about issues of concern to AWF to plan on who to engage and when. The platform will also act as a preemptive database where the team can choose what to react to.

AWF is therefore soliciting bids for a media monitoring service. This contract will support AWF's mission by providing real-time international media monitoring and access to comprehensive global press lists. The successful vendor will work closely with AWF's Senior Executive Communications Specialist and the Communications Assistant and the overall guidance of the Strategic Communications Director to provide the services described below.

3. Scope of Work

On an annual basis, the vendor will offer the following services:

- Carrying out daily monitoring (7 days a week) for quality and quantity aspects in the conservation and development sectors as per the tags issued by the PR&CC team.
- The consultant should collate and provide timely and daily briefs to the AWF by 7:00am. Each article should have links to the stories covered. Daily email alerts and access to an online portal services should be provided
- The searches should mainly focus on traditional media; print, tv and radio ensuring that coverage spans local, regional and international media outlets.
- The media monitoring firm should submit to the Association in a timely manner comprehensive quarterly reports benchmarking on other players with similar mandates. The reports should contain an analysis of the notable trends.
- The consultant will be required to send periodic analysis reports specifically on press conferences and campaigns held by the AWF. The tonality and reach (impressions) should be included in the reports.
- A data catalogue of all the AWF media coverage during the period of 1st September 2022 -30th August 2023



- Produce and publish monthly monitoring briefs on AWF coverage during the 12 months of the contract.
- Provide access to a media contact database platform that should have searchability of regional and international media contacts, media outlets and journalists. The list should be specialized to fit AWF's focal thematic areas.

Additional services may be offered or requested based on mutual agreement between the parties.

iv. Proposal Guidelines and Criteria for Vendor selection

Interested vendors should submit a proposal, no longer than ten pages, that includes:

- A detailed description of services offered that satisfy the scope of work;
- A cost breakdown of services available. Additional services not specified in the scope of work may also be included if deemed appropriate;
- At least two examples of services rendered to comparable non-profits, including a detailed description of the work offered; and
- Designated account point of contact.

AWF will evaluate bids based on the vendor's experience, costs and ability to satisfy the proposed scope of work. Given the Global nature of AWF's work, vendors with international databases will be given preference.

v. Place of performance

The consultant will work remotely and will submit the daily reports via email to the Strategic Communications Team. The teams will meet once a month virtually to review the statistics and trends and share the recommendations to achieve the goal.

vi. Work Requirements

- Under the direct supervision of the Senior Executive Communications Specialist and the Communications Assistant and the overall guidance of the **Strategic Communications** Director, the Consultant will analyze emerging issues and challenges that limit conservation of wildlife and wildlands in **Africa and** share pertinent development articles in the continent and beyond.
- The media monitoring will be conducted through both quantitative and qualitative content analysis methodology. Quantitative content analysis will collect data about media content such as topics or issues, volume of mentions, 'messages' determined by key words in context, circulation of the media (audience reach) and frequency.
- It will also consider media form and impact. Qualitative content analysis will examine the relationship between the text and its likely audience meaning. The monitors will pay attention to audience, media, and contextual factors.
- The contract will be for a period of 1 year with a probation period of 3 months after which an analysis will be carried out to evaluate the deliverables.



vii. Vendor Qualifications

- Proven business experience of at least 5 years in media monitoring and reporting
- Proven national and international work experience with renown companies, non-for-profit organizations and provide a list of at least 10 active clients.
- Advanced understanding of communications approaches, tools and methodologies related to planning, executing, and monitoring internal and/or external communications strategies
- A commitment to teamwork and demonstrated willingness to provide help and support when others are in need; to lead or follow, depending on the needs of the team.
- In-depth understanding of Africa's socio-economic aspirations, trends, and challenges.

viii. Submission process

Please submit proposals via email to procurement@awf.org with a copy to NMUmba@awf.org by 5.00 pm EAT on October 14, 2022. Proposals longer than 10 pages will not be considered.

Early submissions are welcome and appreciated. AWF may request meetings or calls to discuss proposals and reserves the right to reject any and all bids. AWF also reserves the right to consider bids for modification at any time before an award is made.

AWF will not be liable for any costs associated with the preparation, transmittal or presentation of any materials submitted in response to this RFP, but reserves the right to request further information before making an award.