



CALL FOR EXPRESSION OF INTEREST

The Zimbabwe Coalition on Debt and Development is seeking the services of a qualified multi-channel communication campaigns agency.

ABOUT ZIMCODD

The Zimbabwe Coalition on Debt and Development (ZIMCODD) is a socio – economic justice coalition established in February 2000 to facilitate citizens` involvement in making pro – people public policy. ZIMCODD views indebtedness, the unfair global trade regime and lack of democratic people– centred economic governance as root causes of the socio – economic crises in Zimbabwe and the world at large.

VISION

Socio-economic justice in Zimbabwe anchored on a vibrant people-based movement.

MISSION

To take action against the debt burden and socioeconomic injustices through movement building and alternative policy formulation.

Context

1. Aim

The campaign aims to increase Citizen participation and oversight in accountability through relevant information dissemination on public resource management.

2. Objectives

- Raise awareness on the lack of accountability by government in matters of public finance management and highlight the cost of such to an individual and to the state.
- Educate, in order to canvass a woke movement towards the promotion of accountability and prudent stewardship of public resources.
- Promote personal agency in the demand for transparency and accountability in public finance.
- Amplify the voice of the citizens through plural and multiple voices for accountability across the country, across the demographic divide, the

3. Scope and focus of the Assignment

The Scope of this assignment includes full-service advertising and campaign management, brand marketing and brand management during the campaign executed by Agency for Client and explicitly for ZIMCODD as a brand and the agreed campaign idea. The assignment also calls for top class innovation, creativity and birthing of practical ideas that furthers the objectives of ZIMCODD's work in strengthening public finance management in Zimbabwe.

4. Methodology

The agency is expected to propose a feasible, lawful and cost effective methodology for executing the campaign.

5. Expected Outcome

Increased citizen participation and demands on the lawful obligations of the state in issues of public finance management.

6. Terms of Reference

- a. Agency shall conceptualize, design, create strategies & campaigns for Client across media platforms.
- b. Agency shall ensure there is strict adherence to the Client's Brand Manual in all its executions on behalf of Client.
- c. Agency shall guide the content strategy, creative application and communication for marketing purposes and execute such inputs across Marketing Platforms on behalf of Client.
- d. Agency shall devise and implement mechanisms that promotes supporters and volunteers to take action.
- e. Agency shall put in place strategies to promote and mobilise audiences on the various platforms such as email lists and social media platforms.
- f. Agency shall ensure that there is an engagement focused marketing activity and real-time data collection with monthly analytics and report-based adjustments to ongoing execution.
- g. All Services that Agency will perform for Client do not include 3rd party costs, e.g Media Fees, Photography, etc.
- h. Agency will submit a monthly report on all activities to Client.

7. Qualifications

Technical Experience and Requirements

- At least 3-5 years of experience of communication consultancy
- Knowledge of and/or proven expertise in the Civil society sector, conducting related assignments

- Demonstration of good track record of clientele on similar assignments in recent past

8. Documents

Interested candidates must submit the following documents/information to demonstrate their qualifications:

a) 2-paged Expression of Interest

- i. Explaining why they are the most suitable to conduct the assignment
- ii. Providing their own brief methodology/roadmap on how they will approach the work and the policy brief outline
- iii. a cost effective financial proposal for the assignment which demonstrates knowledge and understanding of the scope of work - please note that financial proposals will be evaluated based on total funds available for the assignment and ZIMCODD will enter into negotiations with the best evaluated consultant.

c) CV-this should highlight past experiences in similar projects/assignments and indicate at least 2 references.

The consultant/team will be selected through a competitive process based upon thorough and fair scrutiny of the proposals of the competing interested parties.

9. Time Frame

ZIMCODD is looking for a retainer agency for a period of 12 months.

10. Terms of Payment

Payment for the assignment will be made upon satisfactory execution of the task. Remuneration will be agreed with shortlisted applicants.

11. Key Contacts and Reporting

The consultant will work with the ZIMCODD Programmes Manager for this assignment.

Send your Expression of Interest and supporting documents to: zimcodd@zimcodd.co.zw and copy john@zimcodd.co.zw by **C.O.B Thursday 27 May 2021.**