



REQUEST FOR PROPOSAL

RFP-032-COMMS-2024

**CONSULTANCY SERVICES TO REVIEW THE BRANDING GUIDELINES FOR TAX JUSTICE
NETWORK AFRICA**

RFP ISSUE DATE: - 25th March 2024.

Disclaimer: TJNA may at any time, terminate the RFP without entering a contract and reserves the right to accept or reject any or all applications and is not bound to give reasons for its decision. TJNA is also not obligated to award the procurement to the firm that offers the lowest price.



SECTION 1 - INVITATION LETTER FOR REQUEST FOR PROPOSAL.

RFP REF NO.: - RFP-032-COMMS-2024

RFP Reference No.	RFP-032-COMMS-2024
Title of Tender	CONSULTANCY SERVICES TO REVIEW THE BRANDING GUIDELINES FOR TAX JUSTICE NETWORK AFRICA
Issuing Office & Address	TAX JUSTICE NETWORK AFRICA Jaflo Limited, Block 3 - 106 Brookside Drive, Westland's Website: - https://taxjusticeafrica.net/
Location of this Assignment	Nairobi-Kenya
Point of contact for clarifications & questions	TJNA Procurement Unit, procurement@taxjusticeafrica.net cc; psoy@taxjusticeafrica.net
Amendment of RFP Documents	At any time before the submission of proposals, the Client, TJNA may for any reason, whether at its own initiative or in response to a clarification requested by an invited firm, amend the RFP. Any amendment shall be issued in writing through addenda. The addenda shall be sent by mail to all invited consultants and will be binding on them. The Client may at his discretion extend the deadline for the submission of proposals, if deemed necessary, to allow bidders reasonable time to take the amendment into account.
Email address for submission of Proposals	TJNA Procurement Unit, procurement@taxjusticeafrica.net
Deadline for submission of Proposals	Please include the subject line "RFP-032-COMMS-2024" in the email.
Anticipated Award Type	Consultancy Agreement
PRELIMINARY/MANDATORY EVALUATION CRITERIA	
	<p>Preliminary Mandatory Requirements Bidders will be evaluated on the following mandatory requirements and those who fail to submit any of the documents below will not be considered for evaluation in the subsequent steps.</p> <p>Registered Firms/ Individual Entities: -</p> <ol style="list-style-type: none"> 1. Certificate of registration or Incorporation/IDs for individual-based consultant 2. Copy of List of Directors, Shareholders, and beneficial owners (CR12) 3. Tax Compliance certificate. 4. Valid business permit from country of jurisdiction 5. Submission Technical Proposal 6. Submission of the financial proposal 7. Previous Experience (Reference letter/LSO/Contract) 8. CVs for the proposed team

Disclaimer: TJNA may at any time, terminate the RFP without entering a contract and reserves the right to accept or reject any or all applications and is not bound to give reasons for its decision. TJNA is also not obligated to award the procurement to the firm that offers the lowest price.



Introduction

Tax Justice Network Africa (TJNA) is a robust network of civil society organisations founded in 2007 with the united effort of leading tax justice voices across the continent committed to promoting accountable and progressive taxation systems in Africa where tax justice prevails. Alongside leading researchers, policymakers, campaigners, and civil society organizations, we are mobilizing a movement to comprehensively transform tax policies, challenge harmful investment practices, improve international tax transparency, and restore the sovereignty of natural resources to African countries. TJNA is the only pan-African network organization working toward tax justice on the continent.

Purpose of the consultancy

TJNA seeks to review and refine its branding guidelines to ensure consistency, clarity, and effectiveness in communicating its mission, values, and activities. The consultant will undertake a comprehensive assessment of TJNA's current branding guidelines and make recommendations for enhancements or revisions as necessary.

Description of services and deliverables

The specific deliverables include:

1. Thoroughly evaluating and revising the current TJNA brand guidelines
2. Benchmarking TJNA's branding against other similar organizations and industry best practices.
3. Identifying opportunities to strengthen brand recognition and resonance.
4. Development of the following additional corporate communications templates:
 - **Printed Media:** Report layouts, Policy brief layouts, Position statements, communiques, White papers, poster design, factsheets, invoices, and memo templates.
 - **Electronic media:** Zoom/Teams backgrounds, vacancies/opportunities layouts, event announcers, social media cards,
 - **Branded collateral:** T-shirts, jackets, caps, social media frames
 - **Outdoor branding:** Wall-mounted signs, directional signage, name (Office door)

Disclaimer: TJNA may at any time, terminate the RFP without entering a contract and reserves the right to accept or reject any or all applications and is not bound to give reasons for its decision. TJNA is also not obligated to award the procurement to the firm that offers the lowest price.



Qualifications and Experience:

The ideal consultant should have extensive experience in the development of brand strategies. We are looking for a smart and experienced strategist who can assist TJNA navigate the development of its core brand purpose and position to enhance its current market position.

The consultant should possess the following qualifications and experience:

1. Demonstrated expertise in branding, marketing, communications, or related fields, preferably with experience working with non-profit organizations or civil society groups.
2. Proven track record in conducting branding assessments, developing guidelines, and implementing brand strategies.
3. Familiarity with the socio-political context and issues related to tax justice in Africa is an asset.
4. Excellent analytical, communication, and report-writing skills.
5. Ability to work independently and collaboratively with diverse stakeholders.

Deliverables

All deliverables will be submitted to the Communications, Campaigns, and Outreach Unit department on the date mutually agreed upon during the inception meeting. All draft documents will be submitted as soft copies in English, while the final products will be submitted in English and French.

The consultant should submit the following key deliverables:

- An inception report outlining the proposed methodology, work plan with proposed schedule, and delivery dates.
- A comprehensive report detailing the findings of the branding review, including strengths, weaknesses, opportunities, and threats and proposed improvements.
- Revised branding guidelines document incorporating the consultant's recommendations for TJNA's approval.
- Copies of standard corporate communication guiding documents and templates highlighted under the description of services and deliverables.

Timeline

The consultant is expected to complete the project within 1 month from the commencement date, with regular progress updates.

Disclaimer: *TJNA may at any time, terminate the RFP without entering a contract and reserves the right to accept or reject any or all applications and is not bound to give reasons for its decision. TJNA is also not obligated to award the procurement to the firm that offers the lowest price.*



Proposal Submission

Interested individuals or companies should submit a detailed proposal, including a portfolio of relevant work, a timeline, and a cost estimate, to procurement@taxjusticeafrica.net by 22nd May 2024.

Selection Criteria

Proposals will be evaluated based on:

1. Relevant experience and expertise.
2. Cost-effectiveness.
3. Proposed timeline.
4. Understanding of the project objectives.

Contact Information

For inquiries and submission of proposals, please contact procurement@taxjusticeafrica.net and psoy@taxjusticeafrica.net

Disclaimer: TJNA may at any time, terminate the RFP without entering a contract and reserves the right to accept or reject any or all applications and is not bound to give reasons for its decision. TJNA is also not obligated to award the procurement to the firm that offers the lowest price.