
TERMS OF REFERENCE FOR APPOINTMENT OF A PANEL OF SERVICE PROVIDERS TO RENDER MARKETING SERVICES FOR 36 MONTHS IN THE DEPARTMENT OF MINERAL AND PETROLEUM RESOURCES.

1. BACKGROUND

- 1.1. The Department of Mineral and Petroleum Resources seeks to appoint a panel of qualified and experienced marketing service providers to support its communication and outreach objectives. The aim is to strengthen the organisation's brand visibility, enhance stakeholder engagement, and ensure the effective promotion of its programmes, initiatives, and campaigns.
- 1.2. The service providers will assist the department in conceptualising, planning, and implementing integrated marketing strategies that align with the department's strategic objectives and communication priorities. Thus, marketing is a primary means to promote, communicate, and deliver services or products to the department's target audiences.

2. CONTRACT PERIOD

The contract period is thirty-six (36) months after signing of the service level agreement.

3. OBJECTIVE

- 3.1. The objectives are to appoint qualified service providers who can deliver comprehensive, turnkey communication solutions aimed at achieving the following goals:
 - Strengthen the organisation's public image and brand positioning.
 - Enhance awareness of programmes, initiatives, and services.
 - Support internal and external communication initiatives through marketing activities.

- Ensure consistent, audience-targeted, and cost-effective marketing campaigns.
- Promote community engagement and behavioural change where relevant.
- Sustain public confidence in the department's ability to deliver on its mandate.
- Expand the departmental brand for marketing and information purposes.

4. SCOPE OF WORK

The successful service provider(s) with the required expertise will be expected to perform the following non-exhaustive marketing functions:

The appointed service provider will be required to render the following marketing services:

4.1. Strategic Marketing Planning

- Implementation of marketing plan aligned with the department's communication strategy.
- Conduct audience and stakeholder analysis to identify target groups.
- Advise on the best marketing mix (digital, traditional, and experiential).
- Assist the DMPR with securing marketing placements on various platforms as per the brief that will be provided for a specific campaign.

4.2. Brand Development and Management

- Review and strengthen the department's brand identity and guidelines.
- Ensure brand consistency across all platforms and materials.
- Design and produce marketing collateral (brochures, banners, posters, promotional items, etc.).
- Marketing services and products will be produced and implemented in line with the DMPR and the Government Communication and Information System (GCIS) corporate identity manual.

4.3. Campaign Development and Implementation

- Conceptualise and execute marketing campaigns for key initiatives and projects.
- Develop creative content (visual, audio, and written) suited to target audiences.
- Coordinate marketing events such as launches, exhibitions, and outreach campaigns.

4.4. Digital and Social Media Marketing

- Manage and optimise social media platforms and digital presence.
- Develop content calendars, posts, and online campaigns.
- Monitor, analyse, and report on digital engagement metrics.

4.5. Market Research and Evaluation

- Conduct market and perception research to inform campaign design and measure impact.
- Provide post-campaign analysis and reports detailing reach, outcomes, and recommendations.
- Final copies must be submitted for approval before printing and uploading to all departmental platforms.

4.6. Advisory Support

- Provide ongoing strategic marketing advice and creative input.
- Support communication and marketing responses in times of crises or special campaigns.

5. DELIVERABLES OR PROJECT OUTPUT AND/OR OUTCOME

The successful service provider is expected to perform the following activities with clear deliverables:

- 5.1. The service providers are expected to render marketing services to the Department of Mineral and Petroleum Resources for the realisation of brand consciousness and greater awareness regarding the work of the department.
- 5.2. Furthermore, the service providers should provide consistent marketing services, Campaign concepts and creative materials, Digital and traditional media content (ads, posters, videos, newsletters, etc.), Event/activation plans, and execution reports.
- 5.3. Regular progress and performance monitoring reports, Final impact assessment, and lessons learned to the Department of Mineral and Petroleum Resources, as and when required.
- 5.4. The Service Provider must demonstrate their presence or their ability to render services in all Nine Provinces within the Country or indicate their presence per Province.

5.5. The details of the project output will be outlined as and when the Department requires the services.

6. EVALUATION CRITERIA

NB: This bid will be evaluated in three stages, i.e. functionality, administrative compliance, and point scoring system.

6.1 Gate 01 – Mandatory requirements

(i) Not applicable

6.2 Gate 02 – Functionality

Bidders will be scored in terms of the functional requirements indicated in the table below. The corresponding points and weightings will be used to calculate the overall score a bidder has achieved. The minimum threshold for this bid is **70%**. Bidders who score less than **70%** will be disqualified. Only bidders that score **70%** and more will be considered further.

No.	<i>Evaluation criteria</i>	<i>Points</i>	<i>Weight</i>
1.	<p><i>Company Experience</i></p> <p>(i) Service providers should have experience in marketing.</p> <p>(ii) Proof from signed and contactable references with purchase orders or contracts on letterhead indicating that a similar project was executed should be attached. (samples of previous work may be requested from your references).</p>	<p>15 years or more = 5 points</p> <p>11 to 14 years = 4 points</p> <p>10 years = 3 points</p> <p>7 to 9 years = 2 points</p> <p>6 years or less = 1 point</p>	20
2.	<p><i>Experience of Team Leader and Team Members:</i></p> <p><i>Team Leader</i></p>		30

No.	<i>Evaluation criteria</i>	<i>Points</i>	<i>Weight</i>
	<p>(i) The Team Leader must have practical experience in marketing. Attach proofs of previous marketing projects done.</p> <p>(Attach a detailed CV highlighting relevant projects, with contactable references)</p> <p>Team members</p> <p>(ii) Individual team members must have practical experience in marketing. Attach proof of previous marketing projects done.</p> <p>(Attach a detailed CV highlighting relevant projects, with contactable references)</p>	<p>10 or more projects = 5 points 9 projects = 4 points 7-8 projects = 3 points 3 -6 projects = 2 points 2 projects or fewer projects = 1 point No indication = 0 points</p> <p>10 or more projects, = 5 points 7 projects = 4 points 5 projects = 3 points 3 projects = 2 points 2 or fewer projects = 1 point No indication = 0 points (Number of projects = average of the team members)</p>	<p>15</p> <p>5</p> <p>10</p>
3.	<p>Qualifications of Team Leader and Team Members</p> <p>Qualifications:</p> <p>Team Leader qualifications</p>		20

No.	Evaluation criteria	Points	Weight
	<p>(i) The team leader must have a formal relevant tertiary qualification recognised by SAQA (Attach certified copies of relevant qualification/s. The certified copies should not be older than six months)</p> <p>Team member qualifications</p> <p>(ii) Team member(s) must possess formal relevant tertiary qualification recognised by SAQA (Attach certified copies of relevant qualification/s. The certified copies should not be older than six months)</p>	<p>NQF level 10 = 5 points</p> <p>NQF level 9 = 4 points</p> <p>NQF level 8 = 3 points</p> <p>NQF level 7 = 2 points</p> <p>NQF level 6 or below = 1 point</p> <p>No qualification = 0 points</p> <p>NQF level 9 or higher = 5 points</p> <p>NQF level 8 = 4 points</p> <p>NQF level 7 = 3 points</p> <p>NQF level 6 = 2 points</p> <p>NQF level 5 or below = 1 point</p> <p>(Number of projects = average of the team members)</p>	<p>10</p> <p>10</p>

No.	Evaluation criteria	Points	Weight
4.	<p>Proposal <i>(Description of the proposed methodology to be used, a schedule of planned activities)</i></p> <p>A detailed technical proposal including:</p> <ul style="list-style-type: none"> (i) Detailed technical approach with methodology explaining the consultant's understanding of requirements in the TOR (ii) Clear methodology to achieve deliverables (iii) Clear work plan including allocation of resources (iv) Clear approach on the management of the project <p>(Attach methodology proposal)</p>	<p>Detailed technical Proposal that clearly addressed (i) to (iv) elements of the technical proposal and innovative communication approaches not covered on (i) to (iv) technical proposal = 5 points</p> <p>Detailed technical Proposal that clearly addresses (i) to (iv) elements of the technical proposal = 3 points</p> <p>Proposal does not adequately address all the elements stipulated from (i) to (iv) of the technical proposal = 2 points</p> <p>No technical proposal =1 point</p>	30
Total			100

Formula; $\frac{A}{B} \times 100 = C\%$

Where: A = Total score for the bid under consideration
 B = Maximum possible score
 C = Percentage score for the bid under consideration

6.3 Gate 03 - Administrative compliance

- (i) Compliance to the specification / Terms of Reference.
- (ii) Fully completed SBDs (Duly signed and dated) listed hereunder
 - SBD 1
 - SBD 4
 - SBD 6.1
- (iii) The following will be regarded as noncompliance.
 - Price amendments / other amendments without signature/initials.
 - Use of correctional fluid
 - Completion of the bid document in coloured ink other than black ink

6.4 Gate 04 – Point Scoring System

Bids will be evaluated on the 80/20 preference point system as outlined in the Preferential Procurement Regulation of 2022.

- Price points = 80
- Preferential points = 20

- 6.4.1 The bidder that scores the highest points in this phase will be awarded the tender.
- 6.4.2 Should more than one bidder score the same number of points; the award will be made to the bidder who scores more points on specific goals.
- 6.4.3 Should there be more than one bidder who score the same number of points overall and the same points on specific goals, the award will be made to the bidder who scored the highest points on functionality.
- 6.4.4 Should there be more than one bidder who score the same number of points in all aspects, the bid will be determined by the drawing of the lot.
- 6.4.5 The preferential points will be allocated in terms of the Departmental objectives on specific goals. Points allocation on specific goals are tabulated hereunder.
- 6.4.6 Bidders who do not submit proof (means of verification) of specific goals claimed will not qualify for preference points for specific goals.

quarterly. Any patents or copyrights developed from this project will belong to the Department of Mineral and Petroleum Resources (DMPR).

8. WORK PLAN AND METHODOLOGY

The service provider should set out the activities and necessary resources required for achieving the project's results and purpose in terms of the methodology that will be used to execute the service or project; the Project plan with final outputs and identified timeframes; and Management of the project.

9. ROLE AND RESPONSIBILITY

9.1 DMPR

- 9.1.1 Service Level Agreement will be entered into with the successful service provider (s) which will include, *inter alia*, obligations of the DMPR and the successful service provider.
- 9.1.2 The DMPR reserves the right to appoint one or more service providers for the execution of this project, as deemed necessary, and to utilise the services of the Government Communication and Information System (GCIS) where applicable and appropriate.

9.2 SERVICE PROVIDER

- 9.2.1 The service providers must be able to provide fully integrated marketing communication services.
- 9.2.2 Service provider should have regular consultation with the department for sign-off of design/samples before printing.
- 9.2.3 Furthermore, the service providers will be responsible for communicating with the department, particularly the Directorate: Communication Management, about the specifications for the marketing material, to avoid last-minute disputes and disappointments that may hurt the quality of the products.
- 9.2.4 The Service Providers will report to the Project Managers for Communication Management. Service providers must ensure that the expected outputs are completed on time and that they comply with the specific project criteria and requirements. The service providers will be required to source the required information and materials for the development of the entire marketing campaigns, services, and products.

10. CONFIDENTIALITY OF INFORMATION

- 10.1. The service provider is expected to safeguard the confidential information disclosed, pursuant to the content shared with the service provider.
- 10.2. The names of all the members of the service provider team must be disclosed for the prior approval of DMPR. Any changes, replacements and additions should be submitted for prior approval of DMPR.

11. PAYMENT

- 11.1 The Department will not make an upfront payment to a successful service provider. Payment will only be made in accordance with the delivery of service that will be agreed upon by both parties and upon receipt of an original invoice.

12. TAX CLEARANCE CERTIFICATE

- 12.1 Bidders must ensure compliance with their tax obligations.
- 12.2 Bidders are required to submit their unique personal identification number (pin) issued by SARS to enable the state organ to view the taxpayer's profile and tax status.
- 12.3 Application for tax compliance status (TCS) or pin may also be made via e-filing. In order to use this provision, taxpayers will need to register with SARS as e-filers through the website www.sars.gov.za.
- 12.4 A bidder may also submit a printed TCS together with the proposal.
- 12.5 In proposals where consortia / joint ventures / sub-contractors are involved, each party must submit a separate proof of TCS / pin / CSD number.
- 12.6 Where no TCS is available but the bidders is registered on the central supplier database (CSD), a CSD number must be provided

13. COST / PRICING

- 13.1 The bidders are requested to provide a quoted proposal regarding the work to be undertaken.
- 13.2 Bidders are required to indicate a ceiling price based on the total estimated time for completion of all phases and including all expenses inclusive of all applicable taxes for the project. The total cost must be VAT inclusive and should be quoted in South African Rands (i.e. ZAR).

- 13.3 Bidders should provide hourly rates as prescribed by Department of Public Service and Administration (DPSA), Auditor- General (AG) or the body regulating the profession of the consultant.
- 13.4 Bidders should provide (Subsistence & Travel (S&T)) rates that are in aligned to the National Treasury instruction note as follows:
- i) Hotel Accommodation – R1700 per night per person, including breakfast, dinner and parking.
 - ii) Air travel must be restricted to economy class.
 - iii) Claims for kilometres may not exceed the rates approved by the Automobile Association of South Africa.

14. CONDITIONS OF THE CONTRACT

- 14.1 The General Conditions of Contract must be accepted as these are issued by National Treasury and are non-negotiable.
- 14.2 The successful service provider will sign a confidentiality agreement regarding the protection of DMPR information that is not in the public domain.
- 14.3 No state information may be furnished/ communicated to the public or news media by the security service provider or any of their employees.
- 14.4 The successful service provider shall ensure that the contract is executed in line with the scope of work.
- 14.5 The successful service provider may be subjected to security screening by the State Security Agency.
- 14.6 The DMPR reserves the right to verify the authenticity of the information submitted; any falsified information may result in the disqualification or cancellation of the contract.

15. FORMAT OF SUBMISSION OF PROPOSAL

- 15.1 Bidders are requested to submit **two (2) copies** of the technical proposals plus the **original**.
- 15.2 Bidders are requested to index their proposals for easy reference.

16. PRE-BID MEETING / BRIEFING SESSION DETAILS

- 16.1 A compulsory briefing session will be held on **27 February 2026 at 10:00** through **Microsoft Teams meeting**

Meeting ID: 342 683 965 897 61

Passcode: gD7HA2VW

Bidders must ensure that they sign a register during a compulsory briefing session to confirm attendance. Failure to sign the register to confirm attendance will invalidate your bid.

17. CLOSING DATE

- 17.1 Proposals must be submitted on or before **20 March 2026 at 11:00** at the Department of Mineral and Petroleum Resources, at Building 2B, Trevenna Campus, C/O Meintjes and Francis Baard Street, Sunnyside, Pretoria, in the bid box marked Department of Mineral and Petroleum Resources (DMPR). **No late bids will be accepted.**

18. ENQUIRIES

- 18.1 **All general enquiries relating to bid documents should be directed to:**

Mr. Tebogo Katjeni/ Ms. Lucia Nkhethoa

Tel No: (012) 444 3197/ 3778

E-mail: Tebogo.Kajeni@dmpr.gov.za/ Lucia.Nkhethoa@dmpr.gov.za

- 18.2 **Technical enquiries can be directed to:**

Ms Lebo Mmakau – [012 444 3952] Lebo.mmakau@dmpr.gov.za /

Ms Zinhle Mbhele – [012 444 3059] Zinhle.Mbhele@dmpr.gov.za