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Terms of Reference: Consultancy for a Digital Media & Communications Agency to design and execute a comprehensive campaign on data governance for Civic Space, Economic and Labor Justice in Uganda

1. Background:

Pollicy is implementing a project aimed at enhancing data governance practices and policies in Uganda to promote civic space, economic justice, and labor rights. As part of this initiative, we are seeking a reputable and experienced digital and communications agency to document the project activities including the training as well as lead the execution of a traditional and digital media campaign on data governance for Civic Space, Economic and Labor Justice in Uganda.

2. Scope of Work:

The agency and consultancy shall be responsible for the following activities:

2.1 Campaign Design, Development and Strategy:

- Review the research findings by Pollicy on the key challenges and opportunities in the data governance landscape in Uganda and develop a detailed digital campaign with key messages, and creative approaches to address advance dialogue and raise awareness on data governance in Uganda.

2.2 Content Creation:

- Develop high-quality and engaging content for various digital platforms, including but not limited to social media, TV and radio.
- Work hand in hand with pollicy to identify key stakeholders (if any) who might be useful to participate in the engaging content development
- Ensure all content is culturally sensitive, accurate, and aligns with the project's messaging.

2.3 Media Buying and Placement:

- Identify, buy and place relevant online and offline platforms including social media channels, Radio and television spots for effective dissemination of the campaign messages.
- Monitor and report on the performance of the selected media placements.

3. Deliverables:

The agency shall be expected to deliver the following:

- Campaign strategy document outlining the approach, key messages, and target audience as derived from the research conducted and engagements organized.
- Creative digital campaign materials, including graphics, videos, and other multimedia content.
- Detailed media buying plan, including platforms, budget allocation, and expected reach.
- A progressive report and analytics on the campaign's performance, including reach, engagement, and impact metrics.

4. Timeline:

The project is expected to commence on 7th November 2023 and conclude by 30th December 2023. The detailed project timeline, including key milestones and deadlines, will be mutually agreed upon between Pollicy and the selected agency and consultancy.

5. Budget:

The agency and consultancy are required to submit a detailed budget proposal outlining the cost breakdown for each activity and deliverable. The proposal should be within the allocated budget and include any applicable taxes.

6. Proposal Submission:

Interested digital and communications agencies and consultancies are invited to submit their proposals by 30th October 2023. Proposals should include a detailed overview of the agency's experience, relevant case studies, team qualifications, proposed methodology, and a clear breakdown of costs and total budget.

Proposals should be submitted to recruitment@pollicy.org

7. Selection Criteria:

Proposals will be evaluated based on the following criteria:

- Relevant experience in designing and executing digital campaigns on data governance and related topics.
- Creativity and innovation in campaign design and content creation.
- Demonstrated expertise in media buying and placement, with a focus on maximizing reach and impact.
- Cost-effectiveness and alignment with the project's budget constraints.
- Professional qualifications and expertise of the proposed team members.