

## **REQUEST FOR BID**

### **Digital Media Agency Terms of Reference**

#### **Background:**

NCBA Bank Rwanda PLC, ("the Bank or NCBA "), is a commercial bank duly registered and licensed under the laws of the Republic of Rwanda and it regulated by National bank of Rwanda (BNR). NCBA Bank Rwanda is one of the Kenyan-owned bank subsidiaries operating in Rwanda since 2016. The bank is a subsidiary of the NCBA Group Plc, a financial services group with headquarters in Nairobi, Kenya, having subsidiaries in Kenya, Rwanda, Tanzania, Uganda and Ivory Coast.

In line with its strategy, The Bank wishes to hire a digital media agency to market the bank's the brand through Content creation and full-service management with the goal to triple each platform's current number of followers and viewership.

#### **NCBA Bank Rwanda Plc Social Media Platforms**

**Twitter:** <https://twitter.com/NCBABankRw>

**Facebook:** <https://www.facebook.com/NCBABankRw/>

**Instagram:** <https://www.instagram.com/ncbabankrw/?hl=en>

**LinkedIn:** <https://www.linkedin.com/company/ncba-rwanda/>

**Website:** [www.ncbagroup.com](http://www.ncbagroup.com)

#### **Scope of work:**

- 1. Digital media management:** Adaptation of digital strategies, campaigns and campaign plans from NCBA Bank Rwanda to suit specific markets.
- 2. Content Creation:** Adaptation of digital campaign collateral and content from NCBA Bank Rwanda to suit specific markets.
- 3. Community management:** Develop an alert system of complaints and compliments.
- 4. Measurement and Reporting:** Meet exposure target on platforms.

#### **Technical proposal should include but not limited to;**

##### **Agency profile including;**

- Portfolio including work done in the last 36 months

- Dedicated team with their CVs and References

**Digital Marketing Proposal including;**

- What each social media platform needs to triple from current number of followers and engagement in the year 2023.

**Submission of proposal**

Well-presented bids presented to be submitted to NCBA procurement department Via email address: Procurement.Rwanda@ncbagroup.com not later than 10<sup>th</sup> March 2023 at 5:00 PM Late bids will be rejected.

Bids successfully submitted will be opened in person with the NCBA Bank Rwanda procurement team in the presence of bidders or their representatives who choose to attend. NCBA Rwanda will communicate the opening time and related details to all bidders who will have purchased the tender documents.

Attention: Chief Executive Officer  
NCBA Bank Rwanda PLC  
E-mail : Procurement.Rwanda@ncbagroup.com

**5. Content of proposal**

The proposal shall contain the following;

- 1) The bidder must be a Rwandan registered institution
- 2) Company Profile of the entity
- 3) At least 3 references for whom similar service has been conducted and who can be contacted by the NCBA (company name, address, telephone number and point of contact information are required).
- 4) Current Year Trading License
- 5) RDB Certificate of Registration
- 6) VAT Certificate
- 7) 2022 CIT certificate
- 9) Last 2 years Audited financial statements – 2020, 2021
- 10) The bank expects the proposal from the vendor to indicate the duration for which the comprehensive assessment would take if selected.
- 11) The vendor shall highlight in detail how the work shall be done.
- 12) Company address
- 13) Payment terms

Done at 10th February 2023  
Management of NCBA Bank Rwanda PLC