

## PROCUREMENT NOTICE



### **REQUEST FOR EXPRESSION OF INTEREST TO SUPPORT THE BPS SECRETARIAT AND BPS CONSORTIUM OF PARTNER ORGANISATIONS TO DEVELOP COMMUNICATION MATERIALS TO BE DISSEMINATED BROADLY THROUGHOUT MALAWI AND INTERNATIONALLY TO GOVERNMENT AND OTHER STAKEHOLDERS**

**Procurement Reference Number: NAC/BPS/COM/NCS/01/2021-2022**

#### **1.0. INTRODUCTION AND BACKGROUND**

The Blantyre Prevention Strategy (BPS), co-developed with local and national government and a consortium of partners, is a five-year effort to support development of an optimal and highly replicable system for the sustained prevention of HIV infection that is fully embedded in local structures in Blantyre, Malawi. The BPS Consortium will implement a phased approach over the five years that seeks to answer key learning agenda questions, address gaps in the four-prevention cascade programmatic/technical capabilities and strengthen six key health systems enablers.

Over five years (May 2020-April 2025), the BPS Consortium will support strengthening and institutionalizing an innovative and data-driven HIV prevention delivery system at the district level that is equipped to detect and target risk, generate demand, effectively deliver prevention products and interventions, enable effective and sustained use of prevention products by the end user, and monitor performance and impact.

To support those goals, the BPS Consortium of government and expert partners will invest to strengthen programmatic and technical capabilities and key enablers of the health system – governance, technical leadership, data, multi-sectoral engagement, civil society capacity, and community engagement – necessary for effective HIV prevention, and applicable to broader health security. The BPS Consortium will build sustainable prevention performance,

implementation, and monitoring by embedding key functions within district level systems, leveraging multi-sectoral partnerships, and utilizing an adaptive learning framework to create a regionally replicable model.

## **2.0. SCOPE OF WORK**

BPS is seeking a Malawi-based communications firm to support the BPS Secretariat and the BPS Consortium of partner organizations to develop communication materials (including a BPS website, internal reports, external flyers/content for distribution/promotional materials, and other content as needed) that can be disseminated broadly throughout Malawi and internationally to government and other stakeholders.

## **3.0. DELIVERABLES**

The work plan/deliverables will include:

1. Developing and supporting ongoing maintenance of a public Blantyre Prevention Strategy (BPS) website to display ongoing BPS activities, results, lessons learned, documents, reports, and upcoming plans, as well as link to other BPS partners and systems.
2. Creating a communications plan, branding and social media guidance, and editorial calendar for BPS reports, newsletters, and promotional materials.
3. Creating a BPS logo and templates for items such as routine reports, publications, and standard slide decks to be shared with BPS collaborators.
4. Providing capacity building with relevant Blantyre District and City Council offices and staff to define a plan for, and ensure transition of, communications activities during Year 5 of the BPS grant (by late 2024).
5. Other duties related to this scope may be requested, budget permitting.

## **4.0. TIME FRAME**

**Period of Performance (POP):** 01 November 2021-30 April 2023 with possible annual extension

## **5.0. QUALIFICATIONS, REQUIREMENTS AND EXPERIENCE**

### **A. Team Leader.**

- i. Team leader should have MA degree in communications, journalism, public relations, or a related field;

- ii. A minimum of 5 years' experience in communications strategy development (essential);
- iii. Credentials in website development;
- iv. Demonstrable experience in branding and development of promotional materials;
- v. Understanding of HIV and AIDS;
- vi. Understanding of the implementation arrangement of the national and decentralized HIV response;
- vii. Familiar with the Government of Malawi, the HIV/AIDS stakeholder community, and provisions of the decentralization policy and the local government Acts.
- viii. Excellent interpersonal communication skills and ability to work effectively with government and local partners in Malawi as well as with partners in the United States.

## **B. Team Members**

- i. At least three team members with a minimum of bachelor's degree in communication, journalism, public relations or related field;
- ii. A minimum of three years' experience in communication strategy development;
- iii. Experience in website, branding and promotional materials development.
- iv. Understanding of HIV and AIDS;
- v. Excellent written and verbal communication skills.

### **5.1. General Requirements**

The expression of interest should include: -

- i. Statement of understanding regarding the work to be conducted.
- ii. Capability statement – demonstrating relevant expertise and experience and providing short descriptions of three past performances on similar projects.
- iii. Timeline
- iv. Detailed CVs or Biographies for team leader and all key team members.

### **6.0. COMPENSATION**

The Commission will pay the successful Firm a fee to be agreed upon between the two parties.

### **7.0. REPORTING**

The BPS Secretariat (comprised of Georgetown University's Center for Innovation in Global Health and the National AIDS Commission) will provide oversight and guidance to the work.

## **8.0. SUBMISSION OF EXPRESSION OF INTEREST**

- (a) Interested firms must provide information indicating that they meet the qualification requirements to perform the assignment as indicated above to the address in 8(b) (i) below. Expressions of interest clearly marked on the envelope "**Expression of Interest to support the BPS Secretariat and the BPS Consortium of partner organizations to develop communication materials to be disseminated broadly throughout Malawi and internationally to government and other stakeholders.**" must be deposited in the tender box located at the reception area of NAC office at the address in 8(b) (i) below before **Wednesday, 20<sup>th</sup> October 2021 at 14:00 hours, local time. Note that the interested firms are required to sign an EOI submission form at the reception, before depositing their expression of interest in the tender box.**
- (b) Interested Firms may obtain further information at the address in 8(b) (ii) below:

### **i. Adress for Submission of Expression of Interest:**

**The IPDC Chairperson  
National AIDS Commission  
CP Properties House, On Plot No. 47/1/1185  
Off Lilongwe/Mchinji Road, Behind Automotive Products Ltd  
P.O Box 30622  
Lilongwe 3**

### **ii. For Clarification and Further Information**

**The Procurement and Disposal Division  
National AIDS Commission  
P.O Box 30622  
Lilongwe 3  
Tel: +265 999 612 529/ /+265 (0)999 492 014;**

**Email: [procurement@aidsmalawi.org.mw](mailto:procurement@aidsmalawi.org.mw)  
Attention: Head of Procurement**