

TERMS OF REFERENCE

PROCUREMENT NUMBER: APRM/OSF/ MCC/06 /2025: MEDIA CAMPAIGN CONSULTANT TO PROVIDE SUPPORT ON AFRICA CREDIT RATING AGENCY (AFCRA)

i) Background of the Assignment

At its 28th Ordinary Session of the African Union Assembly (AU) held in Addis Ababa, Ethiopia in January 2017, the Assembly, through Decision Assembly/AU/Dec.631 (XXVIII), directed the African Peer Review Mechanism (APRM) to provide support to AU Member States in the field of credit ratings. Following the decision the APRM proceeded to develop a policy framework to guide the needed support to member states. Furthermore, in African Union Assembly Decision (Assembly/AU/Dec.809(XXXIV)), the APRM has been entrusted to operationalize the Africa Credit Rating Agency (AfCRA), a strategic continental institution aimed at strengthening Africa's financial sovereignty and credit governance.

AfCRA's establishment seeks to provide independent, transparent and Africa-centric credit ratings that serve sovereigns, sub-sovereigns, and private entities. To enhance visibility, stakeholder confidence, and continental engagement, the APRM wishes to procure the services of a Media Campaign Consultant to design and implement a continental media strategy in support of AfCRA.

2. Objective of the Assignment

The objective is to conceptualize and execute a high-impact, multilingual media campaign that:

- a) Enhances public understanding of AfCRA's purpose, value, and governance structure.
- b) Positions AfCRA as a credible and African-owned alternative to dominant global rating agencies.
- c) Facilitates continental ownership and stakeholder buy-in from African governments, financial institutions, and the public.
- d) Promotes AfCRA as a key reform tool under Agenda 2063 and the AfCFTA financial architecture.



The consultant will carry out the following key activities:

a) Strategic Communication Planning

- i. Develop a Media Campaign Strategy tailored to APRM and AfCRA mandates.
- ii. Define campaign goals, audiences, channels, timelines, and key messages.
- iii. Integrate AU Agenda 2063 and APRM governance themes into campaign framing.

b) Content Development

- i. Draft and package core campaign messages in English, French, Portuguese, and Arabic.
- ii. Develop a media toolkit including press releases, op-eds, key talking points, Q&A sheets, feature articles, and multimedia assets.
- iii. Collaborate with APRM Communications Unit on branding and positioning.

c) Media Relations and Outreach

- i. Coordinate continental press briefings, interviews, and journalist roundtables.
- ii. Secure media placements in leading African and international publications.
- iii. Facilitate media partnerships with regional economic communities and AU organs.

d) Social and Digital Media

- i. Manage a targeted AfCRA digital presence on AU/APRM platforms (LinkedIn, X/Twitter, Facebook, YouTube).
- ii. Curate and schedule a multilingual content calendar.
- iii. Monitor campaign analytics and audience engagement metrics.

e) Monitoring, Reporting, and Capacity Transfer

- i. Submit monthly performance reports.
- ii. Organize a knowledge transfer session for APRM/AfCRA communication staff.
- iii. Produce a final campaign performance report with evaluation and recommendations.

4. Key Deliverables

1. Inception Report with Media Strategy (Week 2)
2. Multilingual Campaign Toolkit (Press kits, visual assets, talking points)
3. Monthly Campaign Reports with KPIs
4. Media Engagement Activities (interviews, briefings, op-eds)
5. Final Report with Impact Evaluation and Lessons Learned

5. Duration and Duty Station

- Duration: 6 months (renewable based on performance and programmatic needs).
- Duty Station: Remote with travel to APRM Secretariat (Midrand, South Africa) or AU Member States when necessary. APRM will facilitate travel.

6. Institutional Arrangement and Reporting

The consultant will report to the Head of Communications, APRM, with technical oversight from the Director of Governance and Specialised Reporting. All outputs must align with the AU branding guidelines and APRM media protocols.

7. Qualifications and Experience- Mandatory Requirements

- Master's degree in communications, Journalism, International Relations, or related field.
- Minimum 7 years' experience leading media campaigns in Africa or with African institutions.
- Demonstrated experience in pan-African strategic communication and media engagement.
- Familiarity with Africa's financial architecture, credit ratings, and AU institutions.
- Strong writing and editing skills in at least one AU languages (English/French mandatory; Arabic/Portuguese an advantage).
- Proven ability to secure coverage in influential African and international media outlets.

8. Technical Evaluation Criteria

#	Evaluation Criteria	Description	Max Score
1	Relevant Experience and Track Record	Proven experience in delivering media campaigns for financial institutions or policy initiatives	25
2	Understanding of Credit Rating Ecosystem and AfCRA Objectives	Demonstrated understanding of credit ratings, AfCRA's mandate, and African financial context	15
3	Strategic Communication Approach and Methodology	Quality of proposed strategy, messaging, audience targeting, phasing, and implementation timeline	15
4	Media & Communication Tools (Digital & Traditional)	Ability to integrate a variety of platforms (TV, radio, print, social media, etc.)	15



APRM

African Peer Review
Mechanism

Promoting Democracy and
Good Governance in Africa

#	Evaluation Criteria	Description	Max Score
5	Work Plan, Timeline and Deliverables	Clear, realistic and results-oriented implementation plan	10
6	Past Performance and Client References	Quality of past campaigns and client feedback	15
7	Monitoring, Evaluation and Impact Assessment Framework	Measurable indicators of campaign success and reporting mechanisms	5
Total			100

The Minimum technical score shall be 70%

Tender shall be awarded to the most technically responsive and bidder with the technical highest scores subject to value for money.

9. Payment Schedule/Plan

Milestone	Deliverable(s)	Payment (% of total contract)
1. Upon Submission of Inception report	Inception report including detailed work plan, team structure, campaign framework, and timeline	30%
2. Midterm Implementation	Approval of creative content, partial rollout of campaign (digital/traditional media), and progress report	40%
3. Final Completion and Reporting	Completion of all campaign deliverables, final outreach activities, and submission of final report with KPIs	30%
Total		100%

11. Application Process

Interested applicants should submit the following:

1. A technical proposal outlining their understanding of the assignment, methodology, and work plan.
2. A financial proposal in USD including professional fees and any anticipated reimbursables.
3. Updated CV or company profile.
4. Samples of similar work or portfolio of past campaigns.
5. Minimum of two references from recent clients.



11. General Information

Eligibility criteria, and the selection procedure shall be in accordance with the African Union Procurement Manual Version April 2024 dated. For clarification only interested consultants may obtain further information at the address **E-mail: tenderinfo@aprm-au.org**, seven (7) days before the tender closing date. All responses shall be published on APRM website.

11. Mode of submission

The Technical & Financial proposal long side the relevant documents must be submitted via email at tender@aprm-au.org on or before 14th July 2025 at **12 PM (SAST) on or before 14th July 2025 at 12.00 PM (SAST)**. **The financial proposal shall give a breakdown of all cost and shall be USD currency.** Proposals shall be opened on **14th July 2025 at 12:00 PM (SAST)**.

Submissions must be titled: **PROCUREMENT NUMBER: APRM/OSF/ MCC/06 /2025: MEDIA CAMPAIGN CONSULTANT TO PROVIDE SUPPORT ON AFRICA CREDIT RATING AGENCY (AFCRA)**

All applications must be in writing, accompanied by relevant documents as prescribed in the evaluation criteria and addressed to:

Project Coordinator
African Peer Review Mechanism
Private Bag x09, Halfway House, 1685
Physical Address: 230 15th Street, Randjies Park, 1st Floor
Midrand, South Africa
Tel: +27 11 256 3400/01/29
Fax: +2711 256 3456

The documents must be submitted online/virtually via email at tender@aprm-au.org