



Project/Activity Name	Communications and Public Relations Agency Services
Agresso Work order:	TBD
Country:	Heifer Africa Programs – Nigeria, Kenya, Tanzania, Malawi, Uganda, Ethiopia, Senegal & 3 SAHEL Countries

REQUEST FOR PROPOSAL

RFP No. HPI20250601ARO

RFP Title: Communications and Public Relations Agency Services

Funded By: Heifer International Africa Regional Office

RFP Release Date:	24 th June 2025
Performance Period:	One (1) Year
Proposal Submission Deadline:	30th July 2025
Question/ Inquiry Submission Deadline:	15 th July 2025
Electronic submission to the attention of:	HPI-ARO Procurement Team: procurement-rng@heifer.org
Electronic submission:	procurement-rng@heifer.org
Contact information for inquiries about this RFP:	procurement-rng@heifer.org



Terms of Reference

1. General Information

This document is being issued in order to solicit applications from potential partners or vendors/contractors to conduct the management of **Communications and Public Relations Agency Services** for the Heifer Africa Region Programs. This is a **1 (One) year project** and fully funded by **Heifer Africa Regional Office** and is proposed to be implemented that is being implemented across the **Heifer Africa Programs – Nigeria, Kenya, Tanzania, Malawi, Uganda, Ethiopia, Senegal & 3 SAHEL**

The terms of reference contains background information, the desired methodology, including objectives, the timeframe for conducting the final evaluation, and a list of deliverables. This document also contains information about the kind of expertise that Heifer seeks for this activity and guidance on how to submit a proposal to conduct the activity.

Heifer anticipates awarding a **fixed contract award with limited cost reimbursement elements** for the Communications and Public Relations Agency Services RFP and make payments based on submission and Heifer's approval of deliverables. The award agreement will include a payment schedule with specific deliverables; all payments require 15 – 30 business days processing after approval of deliverables.

2. Background

Heifer International is a global development organization on a mission to end hunger and poverty in a sustainable way by supporting and investing in local farmers and their communities. Founded in 1944, Heifer International works in over 20 countries, helping families and communities build secure livelihoods through training, livestock, agriculture, and access to markets.

In Africa, Heifer operates in 9 countries: Nigeria, Kenya, Tanzania, Uganda, Rwanda, Ethiopia, Senegal, Malawi and Zambia. Since establishing operations in Africa in 1974, our programs have supported more than 2.4 million families to move toward sustainable livelihoods.

Heifer envisions a world with communities living with dignity and sustainability, leveraging inclusive, equitable systems of agriculture and food. Heifer Africa's current strategic focus aims to enable smallholder farmers to reach a living income through access to finance, technology, markets, and climate-smart agriculture. Our AYUTE NextGen initiative is also central to our belief that Africa's youth are needed catalysts for food systems transformation.

As we scale this work, strategic communications are central to showcasing impact, engaging stakeholders, mobilizing resources, and catalyzing system-wide changes in agriculture and food systems across the continent.

For more information about Heifer International, please visit: www.heifer.org/about-us/ and www.ayute.africa

3. Purpose and Objective

The purpose of this engagement is to onboard a communications and PR agency that will:

- Implement the overarching Heifer Africa Regional Communications Strategy to increase visibility and engagement for the organization for FY2026.
- Strengthening Heifer Africa's thought leadership, media visibility and internal communication, with quality media placements and other engagements.
- Develop and manage digital communication platforms and content to grow audience reach and engagement by the end of FY2026.
- Identify strategic events, deliver effective communication and support planning and execution for Heifer Africa's major events.
- Support resource mobilization efforts through compelling storytelling and donor-focused communications.

a) Scope of work

3.1 Strategic Communications and Media Management

- Support the development and implementation of the Heifer Africa Regional Communications Strategy with quarterly work plans and KPIs.
- Provide industry insights, analysis and data to guide strategic communications decision making and for developing key organizational messages.
- Draft speeches, talking points, key messages, and briefing materials for leadership engagements.
- Develop op-eds, blogs, articles, and case studies for thought leadership placement in international and regional publications.
- Provide strategic advice and support to elevate the profile of Heifer Africa and its leadership within agricultural development spheres and donor landscape.
- Monitor media coverage and provide updates with analysis of sentiment, reach, and strategic opportunities.
- Develop crisis communications protocols and support issue management as needed.

3.2 Strategic Events Planning and Support

- Develop and implement communication plans for strategic events (forums, summits, launches) with comprehensive pre-, during-, and post-event coverage.
- Coordinate media relations including press releases, media advisories, and interviews, securing quality media mentions per major event.
- Provide on-site or virtual communication support as required (live tweeting, photography, media kits) for key events.
- Manage media engagement including press conferences and one-on-one interviews with key Heifer leadership.
- Produce comprehensive event reports showcasing communication reach, media coverage, digital and stakeholder engagement post-event.

3.3 Digital Communication and Marketing

- Produce and manage social media content aligned with strategic priorities across multiple platforms (LinkedIn, Twitter, Facebook, Instagram, YouTube).



- Manage content calendars and provide monthly performance analytics with actionable insights for optimization.
- Update and develop engaging website content with SEO best practices, refreshing content quarterly.
- Design and produce newsletters, both internal (monthly) and external (quarterly).
- Create multimedia content including videos, graphics, and animations.
- Implement digital campaigns to support program initiatives, policy advocacy, and resource mobilization efforts.

b) Deliverables

- *Strategic Communications Strategy:* Development and implementation of the Heifer Africa Regional Communications Strategy with quarterly work plans and KPIs. Provide quarterly media analysis/insights reports to aid communication messaging.
- *Strategic Communications Plan:* Develop and execute a quarterly plan that aligns with Heifer Africa's communication priorities, key messages, and target audiences in Africa and across multiple platforms.
- *Monthly Content Calendar:* Curate and manage a monthly calendar detailing content theme, distribution channels, and timelines for media, social media, blogs, newsletters, and internal communication.
- *Thought Leadership Content:* Produce at least two op-eds, feature stories, or blogs per quarter authored or attributed to Heifer leadership to drive visibility and influence. Publication targets include international development outlets and major African media.
- *Strategic Event Communication:* For each major event, develop pre-event briefs, on-site coverage plans, live content management, and post-event summaries with visual and media assets.
- *Media Engagement:* Secure at least 3 earned media placements per quarter in influential outlets. Media monitoring reports sent in the first week of each month.
- *Digital Communication:* KPIs for digital/social media communication include follower growth (target: 5% monthly), engagement rate (target: 3-5%), and website traffic (target: 10% quarterly increase). Submit monthly performance reports on digital platforms with insights, engagement metrics, and recommendations to optimize digital presence. Reports will also be expected after key events or social media campaigns.
- *Multimedia Content Assets:* Deliver a portfolio of photos, videos, testimonials, and graphics that support storytelling and showcase Heifer's work across Africa.
- *Crisis Communications Support:* Provide strategic advice and rapid response support for emerging issues with initial guidance within 2 hours of notification during business hours.

c) Relationship and Responsibilities

Heifer will assign a representative of the Communications Department to coordinate the implementation of this activity. The contractor will keep Heifer informed of their progress. During the implementation, the contractor may seek and receive additional advice or guidance from the above-mentioned/designated staff.

Guidance Note: For implementation, the assignment will require travel to and possibly staying in the target project region. Use of Heifer office space may be available. Other than office space, all other resources needed (transport, hotel reservations, data collectors, etc.) should be arranged by the evaluation team.

4. Required Qualification/Expertise

The successful agency will demonstrate:



- Strong capacity in strategic communication, PR, media relations, events and digital marketing, evidenced by a portfolio of similar work.
- Proven experience supporting communications for international organizations, preferably INGOs, with significant experience working with organizations in Africa.
- In-depth understanding of agriculture, rural development, and African policy landscape across Eastern, Southern and West Africa.
- Experience developing messaging that resonates with both technical and general audiences. Demonstrated storytelling ability.
- Proven ability to secure positive media coverage in international, pan-African, and national media outlets.
- Capacity for multimedia content production including video, photography, graphic design, and animation.
- Experience managing communications for high-level events with government officials, donors, and other key stakeholders.
- A skilled team with key members based in Africa. Demonstrated capacity to deliver bilingual content (English and French required).
- Strong project management capabilities with experience handling multiple priorities and deadlines simultaneously.

5. Proposal submission requirements:

The Technical Proposal (This must be submitted separately) should include:

- Company profile and registration information (maximum 3 pages/slides)
- Team structure, roles, and CVs of key team members (maximum 3 pages/slides total)
- Portfolio of similar work (3-5 samples) with measurable results and providing reference links to content, creative work and campaigns (max 8 pages/slides total)
- Understanding of the assignment and proposed approach including methodology and work plan, quality assurance and client management approach (maximum 6 pages/slides)

References: (maximum 5 pages)

- References from 3 past or current clients (preferably, but not limited to, international development organizations)
- Brief description of services provided to these clients and their contact information

The Financial Proposal (This must be submitted separately) and should include: (A maximum 5 pages/slides) containing:

- Proposed budget broken down by month, deliverable, cost category or key personnel
- Proposed reimbursable expenses, if any
- Proposed payment schedule

Interested consultants or firms eligible to implement this assignment are invited to submit their proposals (***both technical and financial in separate files***) to the following email address: PROCUREMENT-RNG@HEIFER.ORG with the subject line: **Communications and Public Relations Agency Services RFP.**



Deadline for Submission:

All applications must be submitted **electronically** by **30th July 2025**.

Please include the name of the person in your organization who will be involved in negotiating the contract as well as your telephone and email contact information. Submissions should be in English and typed single-spaced using Times New Roman font size 12, with a complete set of appendices/attachments as applicable. All pages must be numbered and include the RFP name and name of the organization at the bottom of each page.

The successful consultant firm will be required to produce the following documents before entering into an Independent Contractor Agreement (ICA) with Heifer:

- Certificate of Incorporation or Business Registration Certificate.
- A Partnership Deed if you are running a partnership business.
- Audited financial statements for the last 3 years.
- Tax Compliance Certificate.
- Physical location including town, building, room number and postal address.
- Trade reference and clientele list of similar work done, including their respective contacts

Late submissions and verification:

Proposal received after the submission deadline will not be considered. Offerors are responsible for ensuring their proposals are submitted according to the instructions stated herein. Heifer retains the right to terminate this RFP or modify the requirements upon notification to the Offerors.

6. Selection Criteria

The submitted proposals must clearly demonstrate alignment with the SOW outlined above with appropriate level of details. An agreement will be signed with the Offeror whose proposal follows the instructions in this RFP. Proposals will be evaluated according to the following criteria:

Proposal evaluation focus	Percentage
Understanding of the assignment and proposed approach	30%
Relevant experience and past performance	20%
Qualifications and capacity of the proposed team	20%
Client references and testimonials	10%
Financial proposal (value for money)	20%
Total	100%

The selection committee will evaluate the technical proposal based upon the criteria listed above and the financial proposal will evaluate the reasonableness of costs and cost-effectiveness in the budget.

7. Validity of Proposals

Proposals submitted shall remain open for acceptance for 60 days from the last date specified for receipt of the proposal. This includes, but is not limited to pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process are contractually binding.



8. Limitations

This RFP does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or to contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received as a result of the RFP. Intellectual Property

9. Intellectual Property

Section 9.1. Ownership Generally. Subject to Section 9.2 below, any intellectual property (including but not limited to copyrights, trademarks, servicemarks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the “Work Product”) shall be the exclusive property of HPI. Upon request, Contractor shall sign all documents and take any and all actions necessary to confirm or perfect HPI’s exclusive ownership of the Work Product.

Section 9.2. Prior-Owned Intellectual Property. Any intellectual property owned by a Party prior to the Effective Date (“Prior-Owned IP”) shall remain that Party’s sole and exclusive property. With regard to any of Contractor’s Prior-Owned IP included in the Work Product, Contractor shall retain ownership, and hereby grants HPI a permanent, non-exclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.

Section 9.3. Work Made for Hire. To the extent copyright laws apply to the Work Product, the Parties agree that (a) HPI specially ordered or commissioned the Work Product, (b) the Work Product is a “work made for hire” under United States copyright laws, and (c) HPI shall be deemed the author thereof and shall own all right, title, and interest therein. To the extent such rights, in whole or in part, do not vest in HPI as a “work made for hire”, Contractor hereby irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of Contractor’s rights of any kind or nature, now known or hereafter devised, in, to, and in connection with the Work Product, and HPI shall solely and exclusively own any and all rights therein, and in the elements thereof, including but not limited to any and all allied, ancillary, subsidiary, incidental, and adaptation rights. Contractor hereby waives any and all rights known as “moral rights”, and any similar rights, which Contractor may have in connection with the Work Product. The description of Services and/or Goods provided in this Agreement shall in no way limit the manner in which HPI may use the Work Product.

10. Applicable Regulations

Offerors must be legally eligible to operate within the country where activities will be performed and comply with local applicable legislation, including but not limited to labor law, financial requirements, taxes, etc.