

## Terms of Reference

**Title of Procurement : Appointment of a Marketing and Communications Agency to Manage and Enhance the Content Management Systems (CMS) CMS of the Collaborative Africa Budget Reform Initiative (CABRI)**

**3 years, starting 1 June 2025 to 20 June 2028**

**Location: Centurion, Gauteng, South Africa /Remote**

### ABOUT US

The Collaborative Africa Budget Reform Initiative (CABRI) is an intergovernmental organisation that fosters peer learning and exchange among African ministries of finance, budget, and planning. Our focus areas encompass achieving value for money in public spending, promoting budget transparency for greater accountability and participation, ensuring sustainable public debt management and building institutional capabilities for Public Financial Management (PFM) reform. CABRI has extensive experience working across sectors such as education, agriculture, health, extractives, infrastructure, and water, sanitation, and hygiene.

### The services to be provided under the assignment:

To appoint a marketing and communications agency **with extensive experience in Content Management Systems (CMS), database management and new media technologies to manage and enhance the Public Financial Management (PFM) Knowledge Hub of CABRI with the goal of driving user traffic to CABRI's PFM Knowledge Hub for a period of three (3) years, starting 1 June 2025.**

### ESTABLISHMENT OF THE SHORTLIST

A shortlist of bidders will be established at the end of this process. The submissions will be judged on the following criteria based on their submitted information.

CRITERIA	POINTS
1. Technical competence and adequacy for the proposed assignment   Curriculum Vitae	30
2. Demonstrated experience in Web Application Development with mastery of databases, full stack development, Search Engine Optimization, testing and debugging, etc.   References	30
3. General experience focused on driving user traffic with websites similar to CABRI's PFM Knowledge Hub   References	25



4. Value for money	15
<b>TOTAL</b>	<b>100</b>

Interested marketing and communications agencies must submit their applications via e-mail: [ProcurementPB@cabri-sbo.org](mailto:ProcurementPB@cabri-sbo.org). Deadline for submissions is 26 May 2025 at 16 00 hours (SAST) . No late submissions will be accepted. Enquiries can be sent via e-mail to Marketing and Communications Manager Priya Beegun at [priya.beegun@cabri-sbo.org](mailto:priya.beegun@cabri-sbo.org).

**Appointment of a Marketing and Communications Agency to Manage and Enhance the Content Management Systems (CMS) CMS of the Collaborative Africa Budget Reform Initiative (CABRI) for a period of 3 years**

**1. BACKGROUND**

The Collaborative Africa Budget Reform Initiative (CABRI) is an international organisation that works towards improving Public Financial Management (PFM) practices across Africa. CABRI serves as a platform for peer-learning and exchange among African ministries of finance, budget and planning, supporting their efforts to enhance their country practices and achieve better results.

CABRI has a strong commitment to capacity building, working closely with governments and development partners to address pressing needs and challenges in PFM. Through its collaborative approach, CABRI aims to strengthen the capacity of the support provided to member countries and promote effective and efficient PFM systems.

The PFM Knowledge Hub (website) of CABRI was built with the Craft Content Management System (CMS). Available in three languages; English, French and Portuguese, the PFM Knowledge Hub allows CABRI to better disseminate its core knowledge products such as; publications, blogs and multimedia materials. Three current key knowledge products of the hub are the Budget Enquirer and the Africa Debt Monitor. Detailed information on CABRI's knowledge products can be found on our website: <http://www.cabri-sbo.org>. CABRI's quarterly newsletter, [Notes on PFM in Africa](#) is also disseminated through the PFM Knowledge Hub.

Ensuring the enhancement, further development, professionalism, user-friendliness as well as timely availability of its knowledge products with a high-quality standard and functionality is a key priority for CABRI.

The PFM Knowledge Hub is central to CABRI's communications strategy and the organisation's social media platforms, namely: [Facebook](#), [X](#), [LinkedIn](#) and [YouTube](#), serve as conduits to drive user traffic to the Hub and stimulate interaction and greater visibility of CABRI. In addition to creating greater synergy between the PFM Knowledge Hub and its social media platforms for enhanced user traffic, CABRI envisions to integrate additional services to the online platform, including, but not limited to, a CABRI podcasts channel, interactive discussion forums and the development of an App that would be mobile-friendly and connected to its PFM Knowledge Hub where users can access unique data and PFM-related publications on their mobile phones on-the-go.



CABRI is thereby appointing a marketing and communications agency to manage and enhance its website for a period of three (3) years starting 1 June 2025.

*While the service provider will be required to work remotely, it is important that bidders consider the time zone when submitting proposals as CABRI office is located in South Africa.*

## 2. SCOPE OF WORK

Tasks	Estimated time required
<b>Web Development</b> <ul style="list-style-type: none"><li>- Provide technical and design expertise to update, enhance and upgrade the PFM Knowledge Hub</li><li>- Work with CABRI on a strategic level to constantly improve the user experience</li><li>- Advise and recommend CABRI on the latest trends in CMS</li></ul>	30%
<b>Site hosting and administration</b> <ul style="list-style-type: none"><li>- Guarantee a reliable hosting environment and a stable functioning of the PFM Knowledge Hub</li></ul>	10%
<ul style="list-style-type: none"><li>- Engage with domain host for troubleshooting and annual payments</li><li>- Manage all aspects of CMS security including but not limited to, protection of Personally Identifiable Information (PII) and cybersecurity attacks</li><li>- Ensure that a data backup is in place to restore hub data in case of data loss incident</li></ul>	10%



<p><b>Content upload</b></p> <ul style="list-style-type: none"> <li>- Timely upload of entry, landing/and or listing pages with text, documents, reports and media in English, French and Portuguese or any two that is convenient at the time of the post</li> <li>- Timely uploads to Budgets in Africa with (i) upload of approximately 100 budget documents per quarter; (ii) update the economic indicators for 54 African countries and (iii) update the existing matrices of information accessibility for 54 African countries</li> <li>- Timely uploads to the Africa Debt Monitor and close monitoring of the knowledge product</li> </ul>	<p>40%</p>
<p><b>Technical support in communicating the PFM</b></p> <p><b>Knowledge Hub content to CABRI's stakeholders and increase web traffic</b></p> <ul style="list-style-type: none"> <li>- Design mailing templates and online applications that will increase web traffic to the PFM Knowledge Hub (in three languages)</li> <li>- Insert text provided by CABRI into mailing templates and send out campaigns after thorough testing</li> </ul>	<p>5%</p>
<p><b>Project Management</b></p> <ul style="list-style-type: none"> <li>- The service provider is expected to manage the project implementation with a dedicated project manager who will ensure that high-quality and timely service is delivered to the client</li> <li>- The service provider will constantly engage with the CABRI Secretariat through its Marketing and Communications Department to identify and address the needs of the client</li> <li>- Virtual bi-monthly meetings at to review performance, develop work plans and discuss monthly project billing</li> </ul> <p>CABRI also wishes to engage directly with individual team members</p>	<p>5%</p>



### **3. PERIOD OF ASSIGNMENT**

The period of assignment will start on 1 June 2025 for a period of three (3) years.

### **4. REQUIRED QUALIFICATION AND EXPERIENCE**

The service provider will provide a team to work with the Marketing and Communications division of CABRI that meets the following requirements:

- At least 8 years' experience in developing Craft-based Content Management Systems (CMS) for the head developer
- At least an undergraduate degree in IT, Computer Science or related field for the head/lead developer
- At least 5 years' experience in the development and maintenance of sophisticated websites with large data volume for the development team
- Practical knowledge of separate user login sections, development of e-learning structures and the integration of existing applications (such as for document sharing) and plug-ins
- Extensive experience in using innovative technologies and applications
- Knowledge on upload scripts, allowing for timely upload of large sets of database/content at a time in the PFM Knowledge Hub is preferred
- Knowledge of App development is preferred
- Knowledge of tracking and analysing results through Google Analytics and other relevant tools
- Proactive management approach ability to respond to client's needs on an ad hoc basis with a speedy turnaround
- Excellent communication skills and the capacity to be responsive to possible changing needs and requirements as communicated by the CABRI Secretariat
- Knowledge of photo and video editing software
- Excellent knowledge of English; and
- Working knowledge of French and/or Portuguese is an advantage

### **5. WORKING MODE OF THE EXPERT**

Work will be done remotely off-site.



## 6. SCORING SHEET

### TECHNICAL & FINANCIAL

Criteria	Weighting	Points
<b>1. Technical competence and adequacy for the proposed assignment   Curriculum Vitae (average years across the assigned professionals per their CV/s).</b> <b>Work in French and Portuguese (an advantage)</b> <b>1 must be assigned if the Head Developer does <u>NOT</u> have:</b> <ul style="list-style-type: none"> <li>At least 8 years' experience in developing Craft-based Content Management Systems (CMS)</li> <li>At least an undergraduate degree in IT, Computer Science or related field</li> </ul>	30%	
<ul style="list-style-type: none"> <li>Average technical competence of more than 9 years</li> </ul>		5
<ul style="list-style-type: none"> <li>Average technical competence of more than 8 years and up to 9 years</li> </ul>		4
<ul style="list-style-type: none"> <li>Average technical competence of more than 5 years and up to 8 years</li> </ul>		3
<ul style="list-style-type: none"> <li>Average technical competence of more than 3 years and up to 5 years</li> </ul>		2
<ul style="list-style-type: none"> <li>Average technical competence up to 3 years</li> </ul>		1
<b>2. Demonstrated experience in Web Application Development with mastery of databases, full stack development, Search Engine Optimization, testing and debugging, etc.   References</b>	30%	
<ul style="list-style-type: none"> <li>Extensive experience</li> <li>5 references (contactable email and telephonic addresses) of previous related work that can attest to the relevant areas of mastery</li> </ul>		5
<ul style="list-style-type: none"> <li>Significant experience</li> <li>4 references (contactable email and telephonic addresses) of previous related work that can attest to the relevant areas of mastery</li> </ul>		4
<ul style="list-style-type: none"> <li>Moderate experience</li> <li>3 references (contactable email and telephonic addresses) of previous related work that can attest to the relevant areas of mastery</li> </ul>		3
<ul style="list-style-type: none"> <li>Limited experience</li> <li>2 references (contactable email and telephonic addresses) of previous related work that can attest to the relevant areas of mastery</li> </ul>		2
<ul style="list-style-type: none"> <li>Insufficient experience</li> <li>1 reference (contactable email and telephonic addresses) of previous related work that can attest to the relevant areas of mastery or no reference</li> </ul>		1



Criteria	Weighting	Points
<b>3. General experience focussed on driving user traffic using Google Analytics with websites similar to CABRI's PFM Knowledge Hub – on Facebook, X, LinkedIn, Instagram and YouTube, podcasts channel, interactive discussion forums, etc.</b> <b>Development of mobile-friendly Apps connected a Knowledge Hub where users can access unique data (an advantage)</b>	<b>25%</b>	
• Extensive experience (more than 9 years)		5
• Significant experience (more than 5 years up to 9 years)		4
• Moderate experience (more than 3 years and up to 5 years)		3
• Limited experience (more than 2 years and up to 3 years)		2
• Insufficient experience (between 1 and 2 years)		1
<b>4. Value for Money</b> Points assigned in relation to the ranking of the cost per hour of the bidder relative to other bidders (highest points to the cheapest = 5) If there are less than 5 bidders, then the points are still assigned to cheapest = 5 and thereafter ranked in the order that one would count down.	<b>15%</b>	
<b>Total</b>	<b>100%</b>	

## 7. PROCUREMENT PREREQUISITE DOCUMENTATION

- A complete service provider profile demonstrating the capability under consideration (refer to the scoring sheet)
- Curriculum Vitae: highlighting relevant experience and qualifications with proof of qualifications (refer to the scoring sheet)
- Statement of the cost per hour for the knowledge hub services that will be charged
- Named References with contactable email and telephonic addresses: to serve as references highlighting project deliverables, relevant experience, the status of completion and the quality of delivery of the project(s)
- A completed supplier application form
- A completed ownership of business form
- A completed proposed fee structure for services form
- A completed electronic payment instruction form

## 8. REQUEST FOR BIDS

Requests for project proposals/bids procured through this panel will be done through a "Open Tender/ Public Bidding" process.

## SUBMISSION AND INQUIRIES DETAILS



Eligible agencies must submit their applications via e-mail: [ProcurementPB@cabri-sbo.org](mailto:ProcurementPB@cabri-sbo.org). The application deadline is **26 May 2025 at 16 00 Hours (SAST)**. No late submissions will be accepted.

**Enquiries:** The point of contact for enquiries only is Ms Priya Beegun, Marketing and Communications Manager, email: [priya.beegun@cabri-sbo.org](mailto:priya.beegun@cabri-sbo.org).