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REQUEST FOR PROPOSALS:  
**COMMUNICATION SUPPORT SERVICES FOR THE  
MERSETA'S DIGITAL ECOSYSTEM AS PART OF THE PSET  
CLOUD PROGRAMME**

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## 1. BACKGROUND

JET Education Services (JET)<sup>1</sup>, in collaboration with the Manufacturing, Engineering and Related Services Sector Education and Training Authority (merSETA)<sup>2</sup>, have initiated a programme ([PSET CLOUD](#)) that seeks to address the development of an integrated national digital ecosystem that is interoperable and can be used for effective skills planning and provisioning.

As the early adopter of this innovative programme, merSETA is transforming its digital ecosystem to support the free flow and advantageous use of data available between various PSET-sector-based organisations with a specific focus on:

- Knowledge Management
- Records Management
- Data Management
- Infrastructure / Technology
- Enterprise Architecture

All of the above are underpinned by good ICT governance, optimised business processes, and effective change management.

This internal digital ecosystem work, known as Programme Phetogo, is in its third year of execution and will end in March 2024.

JET, as the implementing partner in the digital ecosystem component of the PSET CLOUD programme, is assisting the merSETA by assisting with resource provisioning, procurement, and management of service providers that will provide the necessary support and expertise to roll out merSETA's mandate in Programme Phetogo for Phases 3 and 4.

## 2. OBJECTIVES

JET and the merSETA seek to appoint a qualified and expert service provider to roll out effective internal communications for the current phase of Programme Phetogo under the Change Management workstream. A comprehensive communications plan<sup>3</sup> is in place and being executed. We have successfully delivered various communication activities, which include brand development and identified key value messages to raise awareness of Programme Phetogo and its link with PSET CLOUD with merSETA staff.

However, these communication efforts have largely been unidirectional, relying on email and meetings to communicate, which have proven insufficient. In an effort to foster cross-institutional engagement in a robust communication and collaboration platform to make communication and information sharing more interactive, fluid, effective, and efficient, we are now looking to implement Yammer and a more streamlined, better organised SharePoint team site for Programme Phetogo to facilitate such communication.

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<sup>1</sup> JET Education Services (JET) is an independent non-governmental organisation founded in 1992 which works with government, the private sector, international development agencies and education institutions to improve the quality of education and the relationship between education, skills development and the world of work. JET's focus areas in the education sector are: education research and planning; monitoring and evaluation of education and training programmes; school and district improvement; and Technical and Vocational Education and Training (TVET) College improvement and youth livelihoods.

<sup>2</sup> The merSETA is the Manufacturing, Engineering and Related Services Education and Training Authority established to promote the Skills Development Act, (Act 97 of 1998). It facilitates skills development in the following sub sectors: metal, automotive manufacturing, retail motor and component manufacturing, new tyre manufacturing and plastics manufacturing.

<sup>3</sup> Will be shared with provides upon award.

Given the future world of work, Yammer is the preferred platform to connect organisational leaders, build communities, share knowledge, and drive engagement in the organisation. SharePoint<sup>4</sup> will provide centralised centre for document sharing, easy access to critical programme documentation, and effortless real-time collaboration among the different team members.

### **3. PROJECT/ CONTRACT PERIOD**

The contract period for this project will commence from the date of the last signature until the 31<sup>st</sup> March 2024.

### **4. SCOPE OF WORK**

The service provider is required to:

1. Develop a detailed strategy that includes Yammer and the SharePoint team site for Programme Phetogo
2. Ensure continuation of strategic messaging and execution of existing communication plan
3. Implement Yammer and develop a better organised SharePoint Team Site for Programme Phetogo.
4. Upskill staff on the use of these platforms and other innovative internal communications
5. Undertake the brand and creative graphic design elements as may be required
6. Develop content (including video and creative elements, and copywriting) as may be required

The successful Service Provider will work closely with the Phetogo Change team.

### **5. SUBMISSION REQUIREMENTS**

Bidder must have a minimum of three (3) years of experience in providing and supporting projects of this nature.

The Bidder must provide:

- 5.1. A proposal as per the scope of work above which clearly outlines how this assignment will be carried out. This includes a high-level project plan clearly indicating deliverables and project duration, the overall resources needed (such as hardware, software, facilities, materials, and personnel), any site-specific implementation requirements, transfer of skills, project close-out, and reporting. Any variance from the timelines proposed in this ToR should be explained.
- 5.2. Any additional service offering relevant to the scope of work.
- 5.3. A detailed cost breakdown for the project, including VAT.
- 5.4. Methodology to be used to meet client's needs.
- 5.5. Company profile that includes:
  - A list of services provided by the company
  - A detailed list of completed contracts/projects with references of similar work or implementation undertaken. The information must include a project description, client contact name, telephone numbers, the period of the contract, and the value thereof. This should clearly provide evidence that the service provider has the expertise and necessary experience in social media

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<sup>4</sup> merSETA are using Microsoft 360 and SharePoint organisationally.

platforms (for business), strategic communication, creatives, and implementation of Yammer and SharePoint.

- NOTE: JET/MERSETA reserves the right to contact any number of the references provided by the bidder.
- 5.6. An organogram of the project structure clearly positioning the various members of the proposed team.
    - NOTE: Resources need to be locally based, no offshore resources.
  - 5.7. A summary of the relevant qualifications and experience of the experts who will work on the project.
    - The Bidder is to attach Curriculum Vitae and Qualifications of team members as proof thereof.
    - Proposed team lead must have qualifications in Strategic Communication and has understanding and ability to drive culture change using social media platforms such as Yammer and SharePoint.
    - NOTE: Resources need to be locally based, no offshore resources.
  - 5.8. Three (3) written, signed, and verifiable letters of reference from clients where work of a similar nature (as scoped) was undertaken in the last five years. The signed reference letters must not be dated older than four (4) months.
  - 5.9. Valid Tax Clearance Certificate
  - 5.10. Audited financial statements for the previous three years
  - 5.11. Valid B-BBEE certificate (if relevant).
  - 5.12. Bidders to indicate if there are any subcontracting and clearly indicate what work is to be subcontracted and what percentage (%) of the budget will be subcontracted.
  - 5.13. In instances of a joint venture /consortium, the Joint Venture Certificate must be submitted

**NOTE: Failure to comply with submission requirements disqualifies the submission.**

## 6. EVALUATION CRITERIA

### 6.1. Stage 1: Compliance with minimum requirements

All bidders will be examined to determine compliance with the request for proposal requirements and conditions as stated in section 5. Non-compliant bidders will be eliminated for further evaluation.

### 6.2. Stage 2: Evaluation of functionality

The evaluation will be conducted by an evaluation panel that will evaluate all proposals independently in terms of the evaluation criteria for functionality which will be made up of 100 points as follows.

FUNCTIONALITY	MAX POINTS
<b>1. Company years of experience in the provision of communication services and track record in implementing Yammer and SharePoint</b>	<b>20</b>
Service Provider Experience in doing similar jobs: 5 <ul style="list-style-type: none"> <li>• 8 yrs. and above = 5</li> <li>• 5 – 7 yrs. = 3</li> <li>• 3 – 4 yrs. = 1</li> </ul> Contactable references backed by <b>relevant Reference Letters</b> : 15 <ul style="list-style-type: none"> <li>• Three (3) reference = 15</li> <li>• Two (2) reference = 10</li> <li>• Two (1) reference = 5</li> </ul>	

<b>FUNCTIONALITY</b>	<b>MAX POINTS</b>
<b>2. Methodology / Approach</b>	<b>20</b>
<ul style="list-style-type: none"> <li>• Understanding of the Terms of Reference: 5</li> <li>• Overall Quality of the Methodology/Approach to accomplish the tasks in accordance with this ToR: 20</li> </ul>	
<b>3. Team Composition</b>	<b>15</b>
Diverse team with of Blacks, Females, and Youth	
<ul style="list-style-type: none"> <li>• Minimum of one each of Blacks, Females and Youth – 15</li> </ul>	
<ul style="list-style-type: none"> <li>• Partially diverse team two of either Blacks, Females or Youth - 10</li> </ul>	
<ul style="list-style-type: none"> <li>• Partially diverse team one of either Blacks, Females or Youth - 5</li> </ul>	
<b>4. Team members' experience and qualifications</b>	<b>45</b>
Team Lead experience implementing Yammer, SharePoint, and Social Media to drive Culture Change through messaging: 15	
<ul style="list-style-type: none"> <li>• 8 yrs. Plus - 15</li> <li>• 5 - 7yrs.– 10</li> <li>• 3 -4 yrs. – 5</li> <li>• 2 yrs. and below - 2</li> </ul>	
Other members: 15	
<ul style="list-style-type: none"> <li>• 8 yrs. Plus - 15</li> <li>• 5 – 7 yrs. plus = 10</li> <li>• 3 – 4 yrs. = 5</li> <li>• 2 yrs. and below = 2</li> </ul>	
<b>TOTAL FOR FUNCTIONALITY</b>	<b>100</b>

All bidders who score less than 65% (which is 65 points) on functionality will not be considered further and will be regarded as having submitted a non-responsive bid and will be disqualified.

## 7. IMPORTANT DATES

In the interests of efficiency and procedural fairness to all proposers, the following timelines will be strictly adhered to:

Date	Activity
22 June 2022	RFQ advertised and distributed
29 June 2022	Bid submission deadline 18h00 via email.
06 July 2022	Shortlisted providers may be engaged further to present to the panel on identified questions
13 July 2022	Final selection of service provider, with appointment letter sent
15 July 2022	Anticipated Inception and start of delivery of services commences

### Submission details

- All queries should be directed to Carla Pereira and must be submitted via email to carla@jet.org.za. Responses will be provided via email.
- Proposals should be submitted to [tenders@jet.org.za](mailto:tenders@jet.org.za).