



Date: 22ND OCTOBER 2020.

TERMS OF REFERENCE FOR A PUBLIC RELATIONS (PR) EXPERT TO MARKET AND PUBLICIZE THE CONTINUING PROFESSIONAL DEVELOPMENT (CPD) PROGRAM FOR CUSTOMS AGENTS, FREIGHT FORWARDERS AND WAREHOUSE OPERATORS IN UGANDA.

1.0 INTRODUCTION

The Federation of East African Freight Forwarders Associations (FEAFFA) is a regional private sector apex body of the Customs Clearing and Freight Forwarding industry in East Africa representing over 2500 Customs agents and freight forwarding firms. The Federation aims at promoting a professional freight logistics industry for trade facilitation and regional economic growth. FEAFFA strives to address the challenges experienced by its members at association and firm levels through provision of training and other aspects of capacity building.

FEAFFA jointly with the East African Revenue Authorities (EARAs), National associations of the Freight Forwarding industry and the EAC Directorate of Customs has been running the East African Customs and Freight Forwarding Practicing Certificate (EACFFPC) program to equip practicing and prospective customs agents and freight forwarders with skills, competencies and values desirable in the discharge of their functions in order to enhance compliance, professionalism and facilitate trade. The EACFFPC was developed and rolled out in 2007 and has output over 6000 graduates across the region.

In partnership with TradeMark East Africa (TMEA), FEAFFA is rolling out the second phase of the East African Customs and Freight Forwarding Practicing Certificate (EACFFPC) training intervention for customs agents and freight forwarders in East Africa. Under the EAC Logistics Sector Skills Enhancement Programme of TMEA, the program is expected to address among other things, the large skills gap in the EACs logistics sector that have resulted into high costs of doing business in the region through the introduction of a Continuing Professional Development (CPD) program. After the implementation of the program, industry practitioners will be expected to have a minimum number of CPD points per year which will form part of the requirements for the renewal of their operating licenses.

FEAFFA already developed a CPD framework with the implementation guidelines and tools. The tools are a guide to countries in rolling out the program in their respective countries. The Federation also has a communications plan for the program.

Uganda is one of the two countries piloting the CPD program before rolling it out in the entire EAC region. In preparation for the start of the pilot, a number of preparatory activities have

been conducted by the National Curriculum Implementation Committee (NCIC) a joint organ of the freight forwarding industry and Uganda Revenue Authority (URA). A national roadmap for the rollout of the program was developed. The roadmap included conducting a stakeholder analysis and mapping, a training needs assessment, establishment of a CPD management office among others. Draft materials including a prospectus and flyers have already been drafted.

Uganda is at the verge of mounting the inaugural trainings to kick-off the CPD program. As part of the process to widely publicize the initiative, FEAFFA with support from TMEA seeks to engage services of a PR and communication expert to provide PR and communication services during the initial days of the CPD program in Uganda.

2.0 OBJECTIVE

The objective of this TORs is to engage a PR and communication expert to provide media and communication support to NCIC Uganda during the initial stages of the CPD program for customs agents, freight forwarders and warehouse operators.

Specific objectives

1. Review the promotional materials for the CPD program developed by NCIC in Uganda
2. Popularize the CPD program among logistics sector players, government agencies and the public.

3.0 SCOPE OF WORK OF COLLABORATION/SUPPORT

- a. Review the FEAFFA CPD policy framework, implementation guidelines, national roadmap and other materials for the transport and logistics industry CPD program in Uganda.
- b. Review content of publicity materials drafted by the NCIC
- c. Oversee production and distribution of the publicity materials. Production costs will be met by FEAFFA.
- d. In collaboration with NCIC Uganda, coordinate the launch of the CPD program in Uganda. This will include but not limited to
 - i. Prepare materials for the launch
 - ii. Coordination of the media
 - iii. Preparation of press releases
- e. Conduct media marketing through mainstream and social media including Twitter, Facebook, and LinkedIn and share feedback.
- f. Track and prepare performance analysis reports of the CPD media campaign.

4.0 DELIVERABLES

The expected deliverables for each activity for this assignment will include:

- a. Printed publicity materials.
- b. Press materials

- c. A report detailing coverage on the CPD program in mainstream and social media

5.0 CO-ORDINATION AND REPORTING

The consultant will be reporting to the FEAFFA Executive Director. Day to day project coordination will be with the FEAFFA IT and Communications Officer through the National Training Coordinator - Uganda. Financial matters will be dealt with by the Finance Officer.

Report Title	Date of Submission
Inception Report	03 days after contract award
Final edited draft materials	10 days after contract award
Printed publicity materials	30 days after submission of inception report
Final report detailing coverage on the CPD program in mainstream and social media	60 days after contract award

6.0 DURATION OF THE ASSIGNMENT

The expected duration of the assignment is 10 person days.

7.0 QUALIFICATIONS

- a. **Company or personal Profile:** A minimum of three (3) years for firms and five (5) years for individuals working in experience in public relations, online marketing, and strategic communication. The applicant should submit at least three (3) related projects recently executed preferably in Uganda including a short description of each assignment, duration, and budget of each of the assignments.
- b. **Project Leader:** She/he must be a holder of at least a bachelor's degree in public relations or communication or related field with at least three (3) years' proven work experience in marketing and communication. Previous experience in organizing events, product launches and online marketing is key. Professional membership is desirable. Knowledge of the professional developments in the transport and freight forwarding industry in East African region and Uganda in particular will be an added advantage.

8.0 HOW TO APPLY

All quotations must be submitted by email to procurement@feaffa.com by Monday 26th October 2020 at 1700 HOURS UGANDAN TIME.

IMPORTANT NOTES:

1. All quotations must be in Ugandan Shillings (UGX) inclusive of any applicable deductions.
2. Final materials will be physically delivered at Uganda Freight Forwarders Association (UFFA) Head Office in Kampala Uganda where the review of the same will also take place.

EVALUATION CRITERIA FOR THE PUBLIC RELATIONS (PR) EXPERT TO MARKET AND PUBLICIZE THE CONTINUING PROFESSIONAL DEVELOPMENT (CPD) PROGRAM FOR CUSTOMS AGENTS, FREIGHT FORWARDERS AND WAREHOUSE OPERATORS IN UGANDA.

No.	Description	Maximum Scores
A	Firm/individual Experience and Qualifications (20 marks)	
1.	Evidence of a Minimum of 3 years for firm and 5 years for individuals in experience in public relations, online marketing, and strategic communication	5
2.	At least three (3) related assignments successfully executed in the last three years (3 marks for each assignment)	9
3.	PR and marketing experience in Uganda (successfully executed at least two assignments in Uganda)	6
B	Approach and Methodology (20 marks)	
1.	Adequacy of proposed approach and methodology to address the objectives of the assignment <ul style="list-style-type: none"> • Unpacking objectives of the assignment • Mapping scope to meet objectives • Assigning scope to results – logical arguments • Role of the lead consultant • Management and monitoring 	12
2.	Adequacy of the proposed work plan on the assignment	8
C	Project Leader’s Experience and Qualifications (30 marks)	
	<ul style="list-style-type: none"> • Bachelor’s degree in related field (5mks) • Three years’ with demonstrated experience in public relations, online marketing, and strategic communication (minimum three assignments executed 15mks). • Experience in organizing events, product launches, media engagement and online marketing (5 mks) • Professional membership to a PR Society (3 mks). • Knowledge of the professional developments in the transport and freight forwarding industry in the East African region (2mks) 	30
	SUB - TOTALS	70
	Financial proposal	30
	TOTAL	100