



TERMS OF REFERENCE

Provision of Communications Consultancy Services

1. Background

The African Regional Intellectual Property Organization (ARIPO) was created, inter alia, to promote the development of Intellectual Property (IP) laws appropriate to the needs of its members, establish common services and training schemes, and assist its members in the acquisition and advancement of technology and the evolving of common views on IP matters. Membership of the Organization is open to all Member States of the African Union (AU). The present members of the Organization are Botswana, Cape Verde, Kingdom of Eswatini, The Gambia, Ghana, Kenya, Kingdom of Lesotho, Liberia, Malawi, Mauritius, Mozambique, Namibia, Rwanda, Sao Tome and Principe, Seychelles, Sierra Leone, Somalia, Sudan, Uganda, United Republic of Tanzania, Zambia, and Zimbabwe. **(Total: 22 States)**

The ARIPO Secretariat is based in Harare, Zimbabwe.

ARIPO is looking to contract a well-established Communications Company to support the development of communications materials in line with the 2022 to 2026 ARIPO Strategic Plan.

2. Objective of the Assignments

The objectives of the assignment are to:

- i. Create visually engaging content for the ARIPO website and social media platforms to enhance engagement with intellectual property and understanding and use of the e-service platforms.
- ii. Develop style guidelines for social media platforms.
- iii. Develop a marketing campaign.
- iv. Review the ARIPO branding guidelines to ensure consistency across the Organization.
- v. Design communication materials for ARIPO.

3. Scope of Work

The selected company is expected to:

3.1 Develop communications material for the ARIPO social media platforms, which will include:

- i. Review and update the ARIPO Social Media Strategy.

- ii. Developing the ARIPO Social Media Style Guide and Social Media Usage Guidelines.
- iii. Generating content for the ARIPO social media pages – LinkedIn, Facebook, Instagram, X, and YouTube through developing a monthly social media content calendar.

3.2 Review and update the ARIPO Branding Guidelines with a focus on the items below:

- i. Brand purpose: vision, mission, and core values
- ii. Brand history: company milestones, brand story
- iii. Audience
- iv. Messaging: voice, tone, personality
- v. Boilerplate Text
- vi. Visual Elements
 - a. Logo placement, logo usage policy, joint use of logos
 - b. Typography
 - c. Colour palettes
 - d. Templates – develop and include images and editable templates for the following items: Business Cards, Corporate folders, Letter Heads, Press Releases, PowerPoint Slides, Zoom Backgrounds, Fact Sheets, Vehicle Branding, E-mail signatures, Publications (e.g., reports), Signage and Corporate Gifts (e.g., notebooks, USB, T-shirts, Tote Bags)
- vii. Photography and iconography
- viii. Use of QR codes

3.3 Develop a marketing campaign

The contracted company is expected to develop a marketing campaign to enhance ARIPO's activities and understanding of IP Rights and all related content, which will include the following:

- i. *Digital Campaign* - The contracted company will develop suitable digital campaign strategies and advise the team on enhancing visibility and understanding of the organization and IP.
- ii. *Social Media Content Creation* - The contracted company will be responsible for content development. Monthly deliverables expected are:
 - The development of a monthly social media content calendar.
 - Design and develop social media posts that include flyers, posters, infographics, social media cards, gifs, video clips etc.

3.4 Graphic Design for the Organization Communications Materials

The contracted company is expected to provide support with the graphic design and layout of the following:

- Reports

- Exhibition Booths
- Corporate Wear
- Branded Materials
- Booklets
- Flyers
- Monthly Mail Chimp Newsletter

4. Copyright and ownership

All materials developed by the company in connection with services rendered hereto shall remain the intellectual property of ARIPO.

5. Timelines

The Communications Company will be contracted from July 2025 to December 2025. Upon completing the assignment, consultancy services may be considered for a further one (1) year contract extension from January 2026 to December 2026.

6. Reporting

The contracted company shall report to the Head of Communications.

7. Place of Assignment

The Consultant(s) shall provide the services and carry out the duties at/from their premises.

8. Qualifications

The company will need to have appropriately qualified personnel with a broad range of mixed skills that allow it to deliver the tasks identified above. The consultant's proposal shall demonstrate capabilities and experience in designing similar digital marketing campaigns.

The lead consultant should have the following:

- At least three years of experience managing similar projects.
- Demonstrated experience maintaining social media accounts, especially Facebook, Instagram, LinkedIn and X and experience with new media executions, preferably with a development organization; knowledge and understanding of local and global digital landscape and trends.
- Experience with graphic design and ability to create designs for digital media purposes.
- Ability to integrate communication initiatives with social media.

- Experience developing compelling content to generate responses from audiences online.

9. Submission of Applications

Proposals, including the detailed Consultancy Firm's profile, curriculum vitae and copies of qualifications of the Lead Consultant and the team members, and other relevant supporting documents addressed to the Director General of ARIPO, should be sent via email to procurement@aripo.org on or before 18 April 2025. The reference to be indicated on the email subject is: "ATIN: 2025/04/COMMUNICATIONS-CONSULTANCY/05".