



FOUNDATION FOR PARTNERSHIP INITIATIVES IN THE NIGER DELTA

TERMS OF REFERENCE – ENGAGEMENT OF A BRANDING AND COMMUNICATIONS FIRM TO STRENGTHEN PIND'S BRAND STRATEGY, MESSAGING, POSITIONING, COLLATERALS, VISUAL GUIDES, AND CAPACITIES

1 ABOUT PIND

The Foundation for Partnerships Initiatives in the Niger Delta (PIND) is a non-profit organization that promotes peace and equitable economic growth in Nigeria's Niger Delta region through multi-stakeholder partnerships. This work is funded with the support of the Chevron Corporation and other esteemed partners and collaborators. PIND works closely with numerous partners to implement collaborative market-based, community-owned programs to mitigate conflicts and boost economic opportunities for local businesses, ensuring that economic progress occurs in a systemic, inclusive, and sustainable manner.

With an overarching goal of reducing conflict and poverty in the region, PIND has two main programs:

- An **economic development program** focused on generating opportunities for pro-poor market development and employment generation.
- A **peace-building program** that strengthens conflict resolution mechanisms for enabling integrated peace and economic growth.

Four key enablers support these programs:

- The **enablers:** 'PIND's program delivery is enabled by an integrated approach that encompasses capacity building, advocacy, communications, gender, and social inclusion.

PIND works in concert with Washington DC-based Niger Delta Partnership Initiative (NDPI) Foundation

PROJECT BACKGROUND

In 2015-2016, PIND undertook a brand audit that aimed to answer the following key questions:

- How sure are we that what we think makes us different actually makes us different?
- Who else, in the development sector in Nigeria, is doing “different” work, and how?
- What is PIND's value proposition?
- When people think about PIND, what are feelings and associations do we want them to have? Are they unique?
- How is our brand aligned to PIND's mission, vision, values, and stakeholder groups?
- What kind of personality should the PIND brand have? Online and off.



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Following the audit findings, PIND developed a brand strategy and adapted its communications to align with the recommendations.

Findings from a 2019 Participatory Strategic Review (PSR) of PIND's current and former partners and stakeholders noted that PIND had low publicity and visibility of its programs and accomplishments. In order to attract funding and partnerships, the 2019 review recommended that PIND enhance the communication of achievements and program results be upscaled in order to raise publicity and visibility and enhance PIND's reputation. In response to the 2019 PSR, PIND has since focused on increased publicity and visibility of PIND, its programs, and its accomplishments through the following methods:

- Annual Reports (ex: designed with stakeholders in mind)
- B.D./Marketing Resources (ex: program-specific one-sheets)
- Communications (ex: e-mail communications)
- Social Media (ex: Instagram, LinkedIn, Twitter, Facebook, YouTube)
- Thought Leadership & Publicity (ex: virtual and in-person events, press releases, and news media)
- Website (ex: frequent updates, email capture for communications)

- Additionally, some work was begun around the brand positioning and messaging that explored the following questions:
 - Who is PIND?
 - How is PIND related to NDPI?
 - How is PIND related to its funders and partners?
 - Who are our different internal and external stakeholders?
 - What is our value proposition to these various stakeholders?
 - What is our brand voice and tone?

2 PURPOSE OF ASSIGNMENT

As PIND approaches the mid-point in its five (5) year 2020–2024 strategic plan, it seeks a firm to ascertain PIND's brand health, and the effectiveness of its stakeholder communications, and devise ways to improve. Effective brand communications, deepened audience segmentation, and targeting are critically essential to PIND.

In particular, PIND seeks new tactics to break into and cultivate new audience bases within the funding and investment circles and ensure PIND is developing the right communications products in the right formats and delivering them through the right channels, to the right stakeholders at the right time. PIND would like to understand:

- Who are our different internal and external stakeholders (by type)?
- Who are our stakeholders at a program level (by program interest)?
- What is our value proposition to these various stakeholders?
- How do we want these various stakeholders to feel about PIND?



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- What is our brand voice, tone, and personality?
 - Does this vary by stakeholder type or program interest?
- How do we best reach and communicate with these stakeholders?
- Who is PIND?
 - What is PIND’s differentiator from other organizations?
 - How is PIND related to NDPI?
 - How is PIND related to our partners, donors, and investors?
 - How should we address PIND’s relationship with these partners, donors, and investors amongst the various stakeholders (by type and by program interest)?

PIND wants to engage an excellent brand development and communications firm with an excellent track record to review and enhance the effectiveness of PIND's branding and communications strategy, through a snap brand audit and perception scoping and a communications needs and preferences assessment with tactics that enable:

- Potential investors and donors to invest in PIND and the Niger Delta
- Potential collaborators to desire partnership with PIND
- Create a “bandwagon effect” that will make target stakeholders want to partner with PIND Business and development actors to participate in PIND activities
- PIND’s successful program models/approaches to be replicated and/or scaled up by other development actors
- PIND as a thought leader, go-to organization, catalyst, and convener on Niger Delta sustainable development themes and topics (thought leadership and publicity positioning)
- PIND to be seen as a development resource in the Niger Delta, serving both private and public sectors
- Internal stakeholders to be active brand ambassadors and champions of PIND

The firm is expected to help PIND understand how the PIND brand (name) is perceived in the mind of its different stakeholders (donors, private investors, partners, media, development community, beneficiaries, Board of Trustees, employees, and others) as compared to how PIND sees and defines itself and also determine the most effective ways to reach PIND stakeholders with its key messages. The firm is expected to use these insights to propose brand/communications strategy and plan and review brand collaterals for PIND.

3 SCOPE OF WORK: ACTIVITIES AND TIMELINE

Time inputs for the consultant are in the table below. The scope of work above is broken down into key activities, with the total number of days required to deliver each:

Description of activities	Day input	Associated Deliverables
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T1.	Preliminary meetings with <i>relevant</i> PIND officers in charge of Communications. (Briefing meeting to clarify objectives and scope of work).	0.5	Not applicable
T2	Snap survey of PIND stakeholders' communications habits and preferences	5	D1
T3.	Snap brand audit: Desk review of related documentation and materials, virtual/in-person consultation and interviews with select stakeholders to ascertain the effectiveness of PIND's brand and messaging (content) communication to target audiences: if PIND is developing the right communications products in the right formats is being delivered through the right channels, to the right stakeholders at the right time.	5	
T4.	Review and synthesize information from consultations/interviews/research to identify key findings, emerging themes and patterns	3	
T5	Map new tactics, channels, and approaches to cultivate new audiences and expand reach and engagement with its critical audience base	3	D2
T6	Produce proposed PIND's brand communications strategy/plan and incorporate communications policies using findings and new mapped tactics, channels, and approaches. Inclusive of a SMART (specific, measurable, attainable, relevant, and time-based) implementation plan for rolling out new brand updates	3	
T7	Develop compelling brand messages tailored to audiences as part of brand strategy update/revision	2	
T8	Update and unite PIND & NDPI's visual identity style guide/grammar guide including collaterals and templates	3	D3
T9	Develop craft a "brand cheat sheet" for staff easy/routine reference (pocket brand book)	1	D4
T10	Present brand outputs to PIND leadership for reviews and feedback and finalize outputs with their inputs	1	D5
T11	Facilitate orientation for staff, board and leadership of PIND on the brand messaging, positioning, visual styles, and role as ambassadors	2	D6



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T12	Produce summary close-out report	2	D7
	TOTAL DAYS	30.5	

4 SCOPE OF WORK: DELIVERABLES

Deliverables stated in the table below are directly linked to specific tasks in the previous section. Due dates are tentative and dependent upon the contract start date.

Item		Due date
D1.	Summary report of findings from consultations, interviews, desk reviews, research on the effectiveness of PIND's brand and messaging (content) communication to target audiences and audience communication habits/preferences (snap brand audit and communications preferences assessment report)	May 2022
D2	A brand communications strategy/plan and messaging document that responds to the findings and stated communication objectives. Inclusive of SMART (specific, measurable, attainable, relevant, and time-based) roll-out plan and follow-on brand monitoring activities	May 2022
D3	An updated PIND & NDPI visual style guide document and sample visual styles for collaterals and templates that represent the proposed brand identity as applicable (files saved in several visual formats and variants)	June 2022
D4	Content for PIND pocket brand book (cheat sheet)–abridged from the full brand strategy document	June 2022
D5.	<u>Presentation of a Microsoft PowerPoint/slide deck</u> of findings, and proposed brand strategy details, messaging and style guide content	June 2022
D6	PIND internal team orientation session on brand strategy and messaging and support on updating/connecting LinkedIn pages to PIND	June 2022
D7	Final consultancy close-out report	July 2022

5 DURATION



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The activities are expected to be carried out from the end of April to mid-July 2022 with the contract closed out no later than September 30, 2022.

6 COSTS

Interested firms should propose a lump sum (not daily rates) for the professional fees which shall be subject to PIND's procurement rates. Payment shall be upon successful completion of deliverables. PIND will provide any logistics requirements (transport/accommodation/feeding) that may arise in the course of the assignment and these must be clearly indicated in proposals where obtainable

7 QUALIFICATIONS / SELECTION CRITERIA

Given the objectives, scope of work, and expected outputs of this engagement, the firm is expected to possess relevant qualifications and extensive work experience in brand and marketing communication, graphics, development communications, and conducting communications and brand audits, with a good understanding of non-profit sector communications dynamics and funding limitations. Preference will be given to firms with evidence of undertaking a similar task, especially for non-profits.

Applications shall be evaluated using the following criteria:

1. Understanding of assignments and needs in TOR (10%)
2. Demonstrated experience and expertise in undertaking related tasks (30%)
3. Quality of proposed ideas/tactics of how to achieve the outputs to time, to budget, and to quality (innovation and creativity) (Efficiency and effectiveness of proposed delivery approach as fitted to a non-profit organization like PIND) (30%)
4. Cost-effectiveness (20%)
5. Integration of gender and social inclusion considerations in proposed brand update (10%)

8 HOW TO APPLY

Interested firms should submit a proposal to: procurement@pindfoundation.org with 'PIND BRAND AND COMMUNICATIONS 'WORK' as the subject of the email, not later than Thursday, April 14th, 2022.

❖ **The proposal should be 10 pages MAXIMUM*with the following headlines:**

- Understanding of assignment
- Statement of suitability for the role including sample portfolio of work, short bio(s), and experience of similar assignments
- Proposed approach to delivery showcasing ideas to achieve efficiency and effectiveness, timelines, and new innovations
- Proposed cost (indicate cost drivers)
- Sample portfolio of work
- Contact details of two references



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**Important Note: proposals exceeding 10 pages will lose points and may be disqualified out rightly if we receive sufficient quality proposals.*

- ❖ **Organizational profile or brochure/CVs should also be submitted alongside the proposal as a separate document.**

Mandatory Required Items from Vendors/Consultants Who Intend to Bid on Any Work or Service at PIND

1. Certificate of business registration/means of personal identification (for consultants)
2. Profile of organization/Resume (for consultants)
3. Completed PIND biodata form (for consultants ONLY)
4. Most recent Tax Clearance Certificate
5. Tax Identification Number
6. Full physical contact address
7. Bank reference letter
8. Bank details as follows:
 - I. Name of Account
 - II. Account Number
 - III. Name of Bank
 - IV. Address of Bank

Non-Discriminatory Clause:

PIND provides equal opportunity in employment and engagement for all persons, vendors, and contractors, and prohibits unlawful discrimination and harassment in all aspects of a contractual engagement or employment because of age, sex, gender, marital status, disability, nationality, race, religion, or any fact.