



POLICYHOLDERS COMPENSATION FUND

EXPRESSION OF INTEREST NO. PCF/ 001/2023 -2024

**CALL FOR EXPRESSION OF INTEREST FOR PROPOSED PROVISION
OF PUBLIC RELATIONS (PR) AGENCY SERVICES**

NOTICE DATE: 21st August, 2023

CLOSING DATE: 29th August, 2023 at 11:00am

INVITATION TO EXPRESSION OF INTEREST

PROCURING ENTITY: POLICYHOLDERS COMPENSATION FUND

DESCRIPTION: EXPRESSION OF INTEREST FOR PROPOSED PROVISION OF PUBLIC RELATIONS (PR) AGENCY SERVICES

1. The Policyholders Compensation Fund (PCF) invites expression of interest for the proposed provision of public relations (PR) agency services.
2. The Expression of Interest is open to all qualified and interested consultants.
3. Qualified and interested consultants may obtain further information during office hours [0900 to 1500 hours] at the address given below.
4. The Expression of interest document will be obtained electronically from the PCF and PPIP websites www.pcf.go.ke; and www.tenders.go.ke ;
5. Completed expression of interest document must be delivered to the address below on or before 29th August, 2023 at 11:00am.
6. Expression of Interest documents will be opened immediately after the deadline date and time specified above or any deadline date and time specified later. The EOI documents will be publicly opened in the presence of the consultant's designated representatives who choose to attend at the address below.
7. Late EOI documents will be rejected.
8. Application process:
Interested and qualified candidates to submit their applications with the following:
 - (a) Detailed company profile
 - (b) Statutory documents
 - (c) Detailed Curriculum vitae for the lead consultant
9. The addresses referred to above are:

Address for obtaining further information on EOI document

Deputy Director, Supply Chain Management

Policyholders Compensation Fund

6th Floor, KWFT Center, Masaba Road, Upper Hill- Nairobi

P.O.BOX 24203 – 00100

NAIROBI, KENYA

Head of Procurement, Tel: +254 794 582 700 Email: procurements@pcf.go.ke

Address for Submission of EOI

Managing Trustee

Policyholders Compensation Fund

P.O Box 24203- 00100

Nairobi, Kenya

6th Floor, KWFT Center, Masaba Road, Upper Hill- Nairobi

Address for Opening of Tenders.

Boardroom

Policyholders Compensation Fund

6th Floor, KWFT Center, Masaba Road, Upper Hill- Nairobi

TERMS OF REFERENCE FOR THE PROPOSED PROVISION OF PUBLIC RELATIONS (PR) AGENCY SERVICES

1.0 Background

The Policyholders Compensation Fund is a State Corporation under the National Treasury and Planning, established within the Insurance Act, Cap. 487 Laws of Kenya (herein after referred to as "the Act") to pay compensation to the claimants of an insurer placed under a manager appointed under section 67C (2) or whose license has been cancelled under the Act.

Vision

"To be a highly respected Policyholders Compensation Fund".

Mission

"To enhance confidence in the insurance industry through timely compensation of policyholders of a company placed under a statutory manager or whose license has been cancelled."

Core values

- i) **Integrity:** We will serve our customers in an impartial, effective and professional manner with the highest ethical standards.
- ii) **Teamwork:** We work effectively and in harmony with others across functional line to accomplish objectives.
- iii) **Innovation:** We are creative and solution-oriented to ensure value added to our services.
- iv) **Customer-centric:** We understand our customers' situation, perspectives and expectations.

Core Functions of PCF

- a) Provide compensation to policyholders of an insurer placed under statutory management or whose license has been cancelled.
- b) Monitor in consultation with the Commissioner, where necessary, the risk profile of any insurer.
- c) Advise the Cabinet Secretary in charge of Finance matters on the national policy to be followed regarding matters relating to compensation of policyholders and to implement all government policies relating thereto.
- d) Participate in the statutory management of an insurer placed under statutory management by the regulator.
- e) Liquidate an insurer as may be ordered by a court.

2.0 Organizational Structure

The PCF Board of Trustee provides a policy and oversight role for the Fund. The Managing Trustee is answerable to the Board of Trustees on the day-to-day management of the Fund. The Key directorates charged with the responsibility of implementing policy and conducting compensation to policyholders and claimants are:-

- 1) Compensation & Insurance Risk Monitoring Directorate
- 2) Statutory Management & Liquidation Directorate
- 3) Legal Services Directorate
- 4) Corporate Services Directorate

The following Departments provide support to the core teams:-

- Compensation Department
- Insurance Risk Monitoring Department

- Statutory Management Department
- Liquidation Department
- Research, Strategy & Planning Department
- Internal Audit
- Human Resource & Administration Department
- Finance & Accounts Department
- Corporate Communications Department
- ICT Department
- Supply Chain Management Department

Location

The PCF has offices in Nairobi, located at KWFT Centre, 6th Floor, Masaba-Kiambere Road Junction, Upperhill.

Stakeholders

The Fund operates in a vibrant sector that involves several players locally, regionally and internationally. In carrying out its mandate, the Fund interacts with various stakeholders.

3.0 COMMUNICATION AND CONSUMER AWARENESS OBJECTIVES

The main responsibilities of the PR Agency consultant will ensure that PCF attains the following benefits among others: -

- a) Enhanced communication and interaction with varied audiences using various channels of communication.
- b) High corporate brand equity and awareness
- c) Effective consumer education and awareness
- d) Positive corporate image and reputation

- e) Reputation risk management
- f) PCF is visible, well understood and well regarded.
- g) Value addition from relationships with stakeholders

4.0 NEED AND EXPECTATIONS

The Fund would like to engage a dynamic agency that can carry out its public relations and corporate communication needs including issues of crisis management, reputation management, event management, digital and social media management, media monitoring, media relations management, consumer education, public awareness, and community relations. The contract is for a period of one year (1) subject to renewal.

The selected PR agency will be expected from time to time to carry out reputation risk assessment/issues management, identify possible threats, challenges and propose appropriate communication strategies to address the identified challenges.

5.0 CONTRACT MAINTANANCE REQUIREMENTS

The successful bidder will be expected to perform the following:-

Meetings

- Attend weekly status meetings with the client at the client's premises for a monthly planning and reporting session.
- Other *ad hoc* meetings may be called by the client if necessary and the agency should attend.

Reports

- Prepare and submit formal reports accounting for the month in review for the monthly meeting with the client.

Planning

- Implementation of schedule (plans) for the month and an extended period of three months to be presented during the monthly meetings with the Agency.

Fund's events

- The Agency will be expected to attend the Fund's main functions with a view to identifying publicity opportunities and management of social media platforms. The Fund will cater for travel expenses for one consultancy officer during the Fund's events conducted out of town.

SCOPE OF SERVICES

Activity	Description of services	Performance/Indicators / Deliverables
CORPORATE COMMUNICATIONS	<p>Develop a Communication Strategy: Carry out a Communication Audit, develop and guide implementation of the communication strategy and design tactics and initiatives for public awareness. This includes CSR plans, stakeholder engagement strategy, lobbying and advocacy.</p> <p>Monitor the effectiveness of the Communication strategy and provide necessary advice.</p>	<ul style="list-style-type: none"> ▪ Approved Communication Strategy ▪ Communication audit reports and action
	<p>Review Brand Manual: Review of the brand standards manual/book to guide the use and application of the brand (including brand colours, application at different settings, tones, typographical elements, reproduction guidelines for printers)</p>	<ul style="list-style-type: none"> ▪ Reviewed and approved Brand manual
	<p>Develop a concept for PR campaign i.e. Creative concept development, Art Direction, copy writing and scripting for different communication Platforms</p> <p>Environmental scanning: Identify potential reputational risks and provide advice to the Fund on appropriate mitigating strategies to enhance the Fund’s brand reputation and perception.</p> <p>Corporate profiling: Draft profiles and undertake executive professional photography for the Board of Trustees, Management and sectional teams and videography of various aspects including internal events, corporate public awareness and consumer outreach events.</p>	<ul style="list-style-type: none"> ▪ Approved concept ▪ Approved script ▪ Media monitoring and intelligence gathering advisory notes ▪ Newsletters and updated team profiles.
	<p>Covering corporate, public awareness and consumer education campaigns/events</p>	<ul style="list-style-type: none"> ▪ Photography and videography Executive photo shoot

<p>MEDIA RELATIONS & MEDIA MONITORING</p>	<p>Development and execution of media relations/ management strategies to help maintain mutually beneficial relationships with media.</p> <p>Develop and maintain effective working relations with the local and international media.</p> <p>Generate periodic and special press releases/ statements for dissemination through relevant media.</p> <p>Coordinate media invitations to press conferences, develop media plans in accordance with the proposed strategy.</p> <p>Coordinate media briefings and county media engagements.</p> <p>Coordinate Journalists' training</p>	<ul style="list-style-type: none"> ▪ Media plans/ strategies ▪ Updated Media contacts Database ▪ Communication collateral: -Press statement/ release/ presentation, position statements, factsheets, FAQs. ▪ Press Conferences/ media interviews ▪ Drafting and placement of articles/ op-eds -Media engagements at the county ▪ Invitation letters -Daily media reports -Daily media monitors and Monthly media coverage reports Media placement reports
	<p>Media Training-Training provision of high-quality media and interview training for select PCF staff to equip them in the art of storytelling for the purpose of improving public speaking, media engagement readiness, ultimately having skill to tell impactful PCF stories, manage crisis, answer difficult questions and respond to topical issues across the industry.</p> <p>Media Monitoring Tool</p> <ul style="list-style-type: none"> ▪ Monitor and track PCF mentions and adverts across various platforms (print, electronic and digital/ social) and provide daily and monthly reports on the same. 	<ul style="list-style-type: none"> ▪ Training

	<p>Stories that affect the Fund and industry and where appropriate suggest and draft responses to the same.</p>	
<p>SOCIAL MEDIA MANAGEMENT</p>	<p>Digital communication management, including development of digital communication strategies, content generation and social media management.</p> <p>Carry out a 360 ° social media management across all platforms - Upscale PCF's social media presence and ensure online community receives regular updates on its results and impacts. - Plan and coordinate social media campaigns that enhance PCF's projects, results and events across social/ digital media platforms. -Maintain and systematically grow PCF's on-line community across all platforms. -Identify, recruit and create conversations around PCF's thematic areas with key audiences ensuring they are engaged in dynamic, interactive and meaningful ways. -Respond to audience/users in a manner that shows that PCF truly listens and invites constructive dialogue and commentary -Gather metrics, analytics using online monitoring and analysis tools and monitor engagement levels on different platforms.</p>	<ul style="list-style-type: none"> ▪ Social media campaign ▪ Weekly and monthly content management plan - ▪ Social media content ▪ Weekly and Monthly social media reports
	<p>Keep track of social media campaigns implemented by PCF's stakeholders including governments, key private sector institutions, investors and other stakeholders and rope in PCF to join the conversation. -Produce visuals and info graphics for use in social media campaigns.</p>	
<p>WEBSITE MANAGEMENT</p>	<p>Current information - maintaining the website with the current information, enhance the look and feel of the website and ensure navigation is simple. -uploading the website with current photos of the Fund's events/newsletters etc -Content generation of the website which includes graphics</p>	<ul style="list-style-type: none"> ▪ Website plan ▪ Updated website with current information ▪ New change of the outlook

	<p>-enhancing the layout</p> <p>- share proposal/changes of making the website better</p>	
DESKTOP RESEARCH AND PUBLISHING	<p>Corporate Publications: Concept development, design, and production of various corporate publications on paper and electronic format.</p> <p>These include quarterly newsletters/ annual reports/ financial statements/ brochures calendars/ eshots/ CSR Reports, corporate stationery design and other publications.</p> <p>Design and layout of PR related documents e.g. media invitations, articles, supplements and Press releases.</p> <p>Graphic design services for all collaterals and promotional items</p>	<ul style="list-style-type: none"> ▪ Newsletter, Annual reports, corporate stationery (design-letter heads, business cards, notebooks, email banner, power point presentation template, online background. ▪ Other globally celebrated days like public holidays, mothers' day, insurance day etc
EDITORIAL SERVICES	<p>Assist in the development of content for the annual CSR report, Annual report and financial statements.</p> <p>Service provider will be expected to support with development of speeches, statements, presentations</p> <p>Development of a corporate power point presentation complete with voice over.</p> <p>Professional proof reading of documents e.g annual reports, financial statements</p> <p>Develop content, edit and produce monthly internal news update/flier and quarterly newsletters, bulletins.</p> <p>Develop content and edit other Fund's publications as and when necessary.</p>	<ul style="list-style-type: none"> ▪ Newsletters ▪ Annual reports ▪ Draft speeches, statements and presentations
EVENT MANAGEMENT	<p>Conceptualize and coordinate end to end corporate events to deliver successful and seamless events. These include County Stakeholders' events, media forum, CSR events.</p> <p>Ensure sufficient branding of event venue.</p>	<ul style="list-style-type: none"> ▪ CSR reports ▪ Footage and photos both raw and edited ▪ Pictorials

	<p>Register and usher all guests to respective areas.</p> <p>Oversee photography and videography for events.</p> <p>CSR planning and implementation</p>	
ADVERTISING	<p>Video/ film production (include location, cast and casting, crew, models and related hire fee, sound and camera and equipment)</p> <p>Concept development, script, production</p> <p>Copy writing for print, Creative work concepts, Identification of models and payment of the same</p>	<p>County forums adverts (45 seconds)/ testimonials</p> <p>Short mobile messages /WhatsApp clips (20 seconds)</p>
ISSUES AND CRISIS COMMUNICATION	<p>The Fund needs to be prepared in case of emerging issues and crisis to avoid being reactive. Proper assessment and identification of issues/crisis.</p>	<p>Daily media monitoring reports</p> <p>Industry intelligence</p> <p>Holding statements</p> <p>Backgrounders</p> <p>Briefing notes/ templates</p> <p>FAQs</p> <p>Media list</p> <p>Crisis communication policy document/clauses.</p> <p>Ongoing advisory on the best approach to communicate to allow PCF to position itself and tackle issues in the appropriate way.</p>
MONITORING AND EVALUATION	<p>Measurement of the Agency's performance is linked to the activities mapped out by the PCF. Evaluation is a key component of the work process and aims to identify the impact of the communication outputs and outcomes</p>	<ul style="list-style-type: none"> ▪ The Agency is expected to deliver on activities within the stipulated timeframes and in line with the Terms of Reference