

EXIM BANK TANZANIA LTD**DATE: 18.07.2023****To: Public Relation Agency****1 Introduction:**

Exim Bank is a Tanzanian bank that started its journey in 1997 when the banking sector was privatized and has since never looked back, becoming the largest indigenous bank in Tanzania ranking 5th overall after a relatively short period after its inception. Innovation is at the core of the bank with a mission of relentlessly providing innovative services of international standards.

Exim Bank has over the years leveraged on the underlying resilience to grow our asset base and to successfully expand its reach. The Bank's operations span across four countries, Tanzania, the Union of Comoros, in the Republic of Djibouti and Uganda– an international presence unmatched by other Tanzanian banks.

2 Purpose:

The purpose of this RFP is to solicit proposals for an agency to provide PR & Media Relations services to Exim Bank Tanzania in building and sustaining a strong and resonating brand presence.

Based upon the review and evaluation of proposals offered in response to this RFP, Exim Bank may, at its sole discretion, negotiate and enter contracts with one or more selected service providers.

3 RFP Specifics:**3.1 Objective:**

In the entire duration of the contract, these will be the guiding objectives and thereafter used to derive the KPIs for the agency.

3.1.1 Enhance Brand Awareness and Reputation Management**3.1.2 Stakeholder Communication and Engagement****3.1.3 Manage Media Relations****3.1.4 Crisis Management****3.2 Strategy and Planning:****3.3 Conduct a comprehensive analysis of the bank's current public relations status, including strengths, weaknesses, opportunities, and threats.****3.4 Develop a strategic PR plan aligned with the bank's overall Marketing and Communications objectives.****3.5 Identify target audiences and key messaging for effective communication.****3.6 Create an annual PR calendar with key milestones, events, and initiatives.****4 Media Relations:****4.1 Establish and maintain relationships with key journalists, reporters, editors, and media outlets relevant to the banking industry.****4.2 Develop and distribute press releases, media kits, and other media materials.****4.3 Proactively pitch story ideas, thought leadership articles, and interviews to secure media coverage for the bank.****4.4 Monitor media coverage and prepare media analysis reports.****5 Reputation Management:****5.1 Monitor and analyze public sentiment and perception of the bank through media monitoring, social listening, and online reputation management tools.****5.2 Develop and implement strategies to address any negative publicity or reputation issues promptly.****5.3 Provide guidance on crisis communication and develop a crisis management plan.**

6 Corporate Communications:

- 6.1 Assist in drafting and editing speeches, presentations, and other corporate communications materials for senior executives.
- 6.2 Support internal communications initiatives, including employee newsletters, intranet content, and internal events.
- 6.3 Ensure consistent messaging across all communication channels, including digital platforms, print media, and public events.

7 Thought Leadership and Content Development:

- 7.1 Identify opportunities for the bank's executives to position themselves as thought leaders in the industry.
- 7.2 Develop and distribute thought leadership articles, op-eds, and industry insights.

8 Events and Sponsorships:

- 8.1 Identify relevant industry events and conferences for the bank's participation.
- 8.2 Coordinate media relations and publicity for sponsored events and community initiatives.
- 8.3 Provide on-site support during events, including media management, interviews, and press conferences.

9 Reporting and Measurement:

- 9.1 Regularly provide performance reports, including media coverage, sentiment analysis, and key metrics, to assess the effectiveness of PR activities.
- 9.2 Conduct periodic reviews and analysis of the PR strategy, making recommendations for adjustments and improvements.

10 Acknowledgement:

Please acknowledge receipt of this document and register your non-binding intent to bid by responding via email to innovation@eximbank.co.tz

11 Proposal timelines:

- 11.1 Intent to be part of this RFP must be provided not later than the 15th of September 2023.
- 11.2 Questions or clarifications should be sought not later than the 22nd of September 2023.
- 11.3 A comprehensive proposal comprising of company credentials, technical proposal and financials must be submitted electronically by 1800hrs of the 29th of September 2023.
- 11.4 Shortlisted providers will be invited for presentations scheduled between the 9th to 12th October 2023.
- 11.5 Results of the tendering exercise will be announced on the 16th of October 2023.

The scope of work outlined above is a general framework and can be customized based on the specific requirements and objectives of Exim Bank. This scope of work is subject to periodic review and adjustments based on the bank's evolving needs and industry trends.

Please note that this document serves as a broad guideline and can be further developed and refined in collaboration with the selected PR agency to ensure a tailored and effective PR strategy for Exim Bank.