

Secretariat Offices, G4 Ground Floor LAPF Millennium Towers  
Kijitonyama, P. O. Box 6649 Dar-es-Salaam, Tanzania  
Tel No: +255 22 277 33 73 Fax No: +255 22 277 33 69

## CALL FOR PROPOSALS

### BACKGROUND

NetTel@Africa is a multi-stakeholder Africa wide network that brings together ICT policymakers, regulators, academics, researchers, private sector, consumer advocates and students. It maintains a lean Secretariat in Dar Es Salaam, Tanzania. The objectives of NetTel@Africa include developing and strengthening capability to generate policy, regulatory, managerial expertise to address the needs of the ICT Sector in Africa and to enhance capacity of decision makers and human resources engaged in the formulation and implementation of ICT policy to keep abreast of new developments in technology and global and regional standards and procedures and to maintain similar and adequate standards of performance in the ICT Sector on the continent. The Network stands on four pillars namely Training; Peering; Research and ICT Applications and all its activities fall under these four pillars.

The objective of this consultancy is twofold:

- a) Develop a Marketing and Publicity Strategy for the NetTel@Africa Network and
- b) Carry out initial implementation of the Strategy for a period not exceeding three (3) months

### TASK & SCOPE OF THE CONSULTANCY FOR DEVELOPMENT OF THE MARKETING & PUBLICITY STRATEGY

NetTel@Africa has received financial assistance from Sida for Capacity Development of Regulatory Authorities for Telecommunication in Africa. Part of the funds received will be applied in settlement of eligible payments for the consultancy for preparation and implementation of a Marketing and Publicity Strategy of NetTel activities.

NetTel@Africa requests and invites proposals from individual consultants to facilitate and develop the Network Marketing and Publicity Strategy and for a limited period carry out initial implementation of the strategy. The strategy and its activities should include its academic (training) programmes; knowledge and experience sharing activities; research efforts and ICT Applications opportunities that can catalyze development. The strategy generated through a consultative

process should in a balanced manner incorporate the aspirations of the identified stakeholders in the Network. The consultancy shall be for a period of one month.

### **QUALIFICATIONS OF THE CONSULTANT**

1. Advanced degree in marketing, strategic management, mass communication/or other relevant social sciences from a recognized university
2. Proven experience (preferably 5 or more years) or involvement in public communication and capacity building (training) programmes marketing processes
3. Knowledge of the ICT Policy & Regulation Environment on the continent and beyond
4. Excellent communication and writing skills
5. Demonstrated ability to work under pressure and meet strict deadlines
6. Availability for the entire period of the consultancy
7. Knowledge of French/ Portuguese will be an added advantage

### **How to Respond**

- i. Interested consultants are expected to submit their proposals in not more than five (5) pages indicating how they intend to carry out the assignment
- ii. The proposal should be accompanied with:
- iii. Detailed CV of the consultant indicating educational background, relevant qualifications and experience as well as copies of transcripts;
- iv. At least two recently completed assignments similar in nature to the proposed task together with their full address (postal, email and telephone addresses) of the clients
- v. A proposed approach and methodology for the assignment, including timeline and (negotiable) budget
- vi. Copies of relevant registration certificates including tax compliance certificates

The proposal should be addressed as indicated below in plain sealed envelopes and hand delivered or sent by post or scanned in pdf format and emailed as per address below:



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The Director  
NetTel@Africa Secretariat

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The document should be received on or before **Tuesday, 8 September 2009** at  
**1430hrs**

**N.B. The Tanzanian Public Procurement Law and other relevant legislations of the NetTel@Africa Host Country will be employed to administer this consultancy assignment.**

