



RFP/024/2025

**REQUEST FOR PROPOSALS (RFP) CONSULTANCY SERVICES FOR PODCAST
SHORT FORM CONTENT PRODUCTION AND PROMOTION**

OCTOBER 2025

1.0 Introduction

The Science for Africa Foundation (SFA Foundation) is a pan-African, non-profit, and public charity organisation that supports, strengthens, and promotes science and innovation in Africa. The SFA Foundation is committed to improving African people's quality of life and promoting research uptake in communities, industry, and the public sector. We serve the African research ecosystem by designing, funding, and managing programmes that support excellent science and innovation; and that build and reinforce environments that are conducive for scientists to thrive and produce quality research that impacts development.

2.0 Background

Echoes of Evidence is a new podcast launched by the SFA Foundation, designed to bridge science and society through accessible, engaging conversations. It aims to build public trust, elevate African science voices, foster pan-African dialogue, and influence science-informed policy. The bi-weekly show unpacks complex scientific concepts and developments into accessible, relatable and candid conversations featuring African science leaders, innovators, experts, and policy/decision makers.

The podcast is poised to grow into a trusted Pan-African science communication platform that not only informs but also connects. By embracing conversational storytelling, multilingual access, and diverse African perspectives, the podcast will extend its reach to wider audiences, from everyday citizens to policymakers, ensuring that science remains relevant to Africa's future.

To ensure the podcast reaches a wide and diverse audience, the SFA Foundation seeks a consultant Multimedia Content Specialist who is social media savvy and possess a thorough understanding of short form video content on video centric social channels. The consultant is expected to: ensure the production integrity of the podcast for online consumption and drive visibility and audience growth of the podcast through creative, data-driven campaigns.

3.0 Objectives of the Assignment

- Liaise with the podcast production company to ensure the delivery of technically sound and coherent podcast narratives.
- Increase the visibility, reach, and engagement of Echoes of Evidence across digital platforms.
- Translate podcast episodes and themes into compelling short-form content (reels, clips, teasers, audiograms) and visual assets. This includes collecting relevant content during shoots e.g. behind the scenes content.
- Build a content pipeline and promotional strategy that sustains audience growth over time.
- Support integration of branding, creative storytelling, and measurement to optimise content performance.

4.0 Scope of Work

The consultant will be responsible for, but not limited to, the following tasks:

Strategy and Planning

- Develop a production checklist for the desired look and feel of final podcast episodes and ensure it is adhered to during shoots.
- Propose a visibility / promotional strategy (3–6 months) tuned to Echoes of Evidence’s goals (science literacy, trust, pan-African reach).
- Define target audiences, platform mix (YouTube, Instagram, X and LinkedIn), content themes, messaging angles, and KPI benchmarks.
- Develop a content calendar mapping episode theme to promotional assets.

Content Creation and Production

- Attend podcast shoots to collect relevant content that can be used in promotional campaigns.
- Create short-form video content from podcast recordings: teaser clips, highlights, audiograms, social media cuts optimized for selected channels.
- Produce promotional visual assets: cover art, thumbnails, quote cards, carousels, infographics, animations as needed.
- Edit video (and audio) segments to produce polished clips with captions, motion graphics, transitions.
- Ensure branding consistency (logo, typography, color palette) across all assets.
- Work with the podcast hosts to generate scripts or storyboards for social promos.

Publication and Distribution

- Scheduling and publishing content across platforms (YouTube shorts/reels, Instagram Reels, X, LinkedIn, Facebook).
- Recommend optimal posting schedules, hashtags, cross-promotion tactics, and paid campaign strategies.
- Repurpose content from earlier episodes for extended reach (e.g. evergreen themes, throwbacks).

Monitoring, Analytics and Optimisation

- Track performance metrics (views, engagement, reach, click-throughs, saves, shares, follower growth) and produce monthly summary reports.
- Use analytics to adjust the content strategy and delivery

5.0 Qualifications and Experience

The ideal consultant should have:

Technical and Creative Skills

- Demonstrated experience (5+ years) in video production, video editing, motion graphics, short-form content creation, and graphic design. Experience in producing podcasts is a distinct advantage.
- Proficiency with tools such as Adobe Premiere Pro, After Effects, Final Cut, or equivalent, plus Illustrator/Photoshop/Canva.
- Strong portfolio of past work producing and promoting podcasts, media, or content-driven digital projects.

- Deep understanding of social media platforms (YouTube, Instagram, TikTok, X, LinkedIn) and their algorithmic nuances, especially for short-form video.
- Competence with analytics dashboards (YouTube Analytics, Meta Insights, TikTok Analytics, etc.) and ability to interpret data to optimise content.
- Familiarity or interest in science communication, public engagement, and narrative storytelling (especially in African context) is desirable.

Soft Skills

- Creative mindset, ability to propose fresh ideas and visuals.
- Strong collaboration and communication capacity (with hosts, production team, etc).
- Ability to work independently under deadlines, manage workload, and adapt to changes.
- Sensitivity to cultural contexts, language, and diversity across Africa.

6.0 Proposal Submission Requirements

Interested consultants are requested to submit a proposal containing:

- Mandatory/ Statutory requirements.
 - Tax clearance certificate issued by KRA,
 - Consultant Registration
 - Consultant profile and contact details
 - Others (Registration with relevant bodies if applicable)
- The consultant should submit a proposed budget (lump sum or time-based) tied to deliverables.
 - Payment can be structured in instalments (e.g., upon approval of strategy, mid-term, final deliverables).
 - Payments will be contingent on satisfactory delivery of agreed outputs.
 - The Prices quoted should be inclusive of all applicable taxes and shall remain valid for (120) days.

All rights, copyrights, and ownership of final materials/content will be held by SFA Foundation.

7.0 Duration of the Assignment

The consultancy assignment is expected to be completed over a period of 6 months. Key milestones and deliverable due dates will be agreed upon during the inception phase.

8.0 RFP Timelines

Table 1: Mandatory Criteria

Action	Date
Circulation of RFP	10 th October 2025
Deadline for receipt of questions relating to the RFP and confirmation of participation	16 th October 2025
Response to Vendors' Queries	21 st October 2025

Deadline for submission of the proposals	24 th October 2025
Project start date	After issue of the contract

9.0 Evaluation Criteria

The proposal evaluation criteria shall be based on below requirements:

- I. Mandatory requirements
- II. Technical requirements
- III. Financial requirements

9.1 Mandatory Evaluation

The mandatory evaluation shall be conducted based on the below criteria. Any bidder who does not meet the mandatory requirements will be disqualified from proceeding to technical evaluation.

Table 2: Mandatory Criteria

Mandatory Requirements of the Bidder
a) Tax compliance certificate and PIN Certificate (if Kenyan) where applicable. b) Evidence of having conducted similar assignments. (list and provide recommendation letters, stating the similar assignment done) c) Registration with relevant bodies (where applicable) d) Consultant profile and contact details

9.2 Technical Evaluation * (Weight 80%)

Only bidders who meets all mandatory requirements will proceed to technical evaluation stage. The evaluation will be based on the below criteria.

Table 3: Technical Evaluation Criteria

Criteria	Weighted Percentage
Technical Proposal & Methodology: Clarity, relevance, and soundness of the proposed creative approach.	35%
Portfolio strength and experience in having executed similar assignments with a particular focus on technical proficiency in video production, video editing, short form video & motion graphics	25%
Relevant experience that demonstrates social media savvy and leveraging shortform video for product/campaign visibility	20%
Total Scores out of 80	80
Minimum Score (64/80)	64

Bidders must attain a pass mark of 64% to be considered for the next steps.

9.3 Financial Scores (Weight 20%)

Only bidders who will attain the minimum technical scores requirement will be considered for Financial Analysis.

Table 4: Financial Criteria

Any quoted price above 10% of the budget estimates, will not be considered for financial analysis.

Criteria	Score
Cost and Value (20%) • Cost-effectiveness and value for money based on the proposed budget, with a clear breakdown of fees by project phase. • Justification of costs, ensuring alignment with the scope of work and expected deliverables. • Competitive pricing that aligns with industry standards for PM consulting services.	20 marks

9.4 Determination of the Winning Bidder

The winning bidder shall be determined based on the combined scores for Technical and Financial scores as per the below formula:

Final Score (FS)= TS x T% + FS x F%,

where T% + F% shall always be equal to 100%.

- *Final Score (FS) is the total combined scores of Technical and Financial scores.*
- *T% is the weighting given to the technical proposal.*
- *F% is the weighting given to the financial proposal*

T% shall be 80% and F% shall be 20% respectively

The bidder with the highest combined scores shall be considered for negotiations for the award.

The best bidders as outlined above may further be invited for presentation on their proposals for further decision making.

10.0 Terms and Conditions

This document contains proprietary and confidential information. Bidders may use or reproduce the information detailed within this document and any other supporting information only to provide a response to this request for proposal. No commitment will be made to any bidder unless a contract has been awarded and signed by both parties.

SFA Foundation reserves the right to cease this exercise at any time. During the period of this activity, no contact should occur between any members of the bidder's staff and SFA Foundation staff in relation to this exercise other than through the designated contact points as detailed within this request for proposal. It is however recognised that pre-existing relationships if any, will be respected.

11.0 Ethics

Bidders are required to observe our procurement ethical code of conduct which includes but is not limited to observing the highest standard of ethics regarding corruption, collusion, conflict of interest, and fraud. If the bidder does not observe confidentiality or ethical practices, they shall be disqualified from any future work.

12.0 Non-Disclosure and Confidentiality

The information contained within this document or subsequently made available to the bidders is deemed confidential and must not be disclosed without prior written consent unless required by law.

13.0 Independent Proposal

By submitting a proposal, the bidder warrants that the fees in the proposal have been arrived at independently, without consultation, communication, agreement or understanding for the purpose of restricting competition as to any matter relating to such fees, with any other potential bidder or with any competitor.

14.0 Proposal Submission Process

It should be noted that this document relates to a request for proposal only and not a commitment to enter into a contractual agreement. In addition, SFA Foundation will not be held responsible for any costs associated with the production of a response to this request for proposal.

Instructions on the Proposal Submission Process

1. Proposal to be sent by email to:
procurement@scienceforafrica.foundation on or before
24 October 2025 at 5.00 pm (EAT)
2. Protect your proposal with a password and share the password on 25 October 2025 by 8.00 am (EAT)
3. The proposal to be marked as follows on the subject line:

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