



**African Reinsurance Corporation**  
**Société Africaine de Réassurance**

20 December 2024,

## Request for Proposal (RFP)

# Social Media Management Consulting Services

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## 1. Introduction

The African Reinsurance Corporation ("Africa Re" or "the Corporation") is an international organisation established by a multilateral agreement signed and ratified by 42 African countries member of the African Union (AU) and the African Development Bank (AfDB) which served as the initiator and anchor shareholder in 1976.

The Corporation is owned by 42 member States, the African Development Bank (AfDB), 113 African insurance and reinsurance companies registered in Africa, and 3 top leading global insurance and reinsurance groups.

The mission of Africa Re from inception is "*to foster the development of the insurance and reinsurance industry in Africa, promote the growth of national, regional, and sub-regional underwriting and retention capacities, and to support African economic development*".

Headquartered in Lagos, Nigeria, the Corporation carries its dual 'commercial' and 'developmental' mandates with a particular focus on the African insurance and reinsurance sectors, as well as the African socio-economic development through development financing, human capital building, risk management for development, socio-economic resilience, and economic integration.

Africa Re has an operating and commercial network made of

- Six (6) Regional Offices: Casablanca (Morocco), Abidjan (Côte d'Ivoire), Nairobi (Kenya), Lagos (Nigeria), Cairo (Egypt) and Ebène (Mauritius),
- Four (4) wholly owned Operating Subsidiaries: Africa Re South Africa Limited (Johannesburg, South Africa), Sherborne Number Ten Investment Limited (Johannesburg, South Africa), Africa Retakaful Company (Cairo, Egypt) and Africa Re Underwriting Agency Limited (Dubai International Financial Centre, United Arab Emirates),
- Two (2) Contact Offices in Addis Ababa (Ethiopia) and Khartoum (Sudan),
- One (1) Underwriting Representative Office in Kampala (Uganda).

Additionally, the Corporation is an Admitted Reinsurer in Brazil.

Africa Re writes an international reinsurance portfolio of around 30% of its total premium income from selected reinsurance markets of the Middle East (through its DIFC Dubai Office), Brazil, India, China, and South East Asia (through its Mauritius Regional Office).

Finally, Africa Re has a foundation to carry out its Corporate Social Responsibility initiatives, the Africa Re Foundation registered in Mauritius which.

The Corporation has been assigned a financial strength and credit rating of "A (Excellent) / Stable Outlook" by A.M. Best and "A- (Strong) / Positive Outlook" by Standard & Poor's (S&P).

With almost 30% of the reinsurance capital registered in Africa, Africa Re provides top quality and security reinsurance capacity to African and international insurance and reinsurance companies.

Africa Re staff, considered as the best in Africa, are based in 9 locations/cities across the African continent. They are recruited from more than 29 African nationalities and possess diverse cultural and linguistic backgrounds which allow them to have the highest local markets knowledge in a diverse and fragmented continent.

Currently, Africa Re is the largest indigenous reinsurance company in Africa and the Middle East in terms of premium income (or revenues) and the leading reinsurer in terms of financial ratings at A with AM Best.

## **2. Project Objective**

Africa Re has developed presence across social media platforms including LinkedIn, Facebook, Twitter, and Instagram.

To further its mission **the Corporation is now looking to leverage social media as a powerful tool for engagement with and communication to its stakeholders** made of

- insurance companies and their professional,
- insurance brokerage firms and their professionals,
- insurance regulatory authorities and their professionals,
- insurance associations both continental, regional and national,

- investment and venture capital community, and
- public authorities of member States such as Ministries of Finance and Ministries of Foreign Affairs.

To achieve these objectives, **the Corporation plans to commission a professional agency or consultant for a period of 1 year renewable subject to quarterly review.**

### **3. Social Media Platforms, Overview and Objectives**

#### **Platforms**

Africa Re maintains a relatively active presence on the following platforms:

<b>Platform</b>	<b>Page</b>
<b>LinkedIn</b>	<a href="https://www.linkedin.com/company/africa-re/">https://www.linkedin.com/company/africa-re/</a>
<b>Facebook</b>	<a href="https://www.facebook.com/AfricanReinsuranceCorporation">https://www.facebook.com/AfricanReinsuranceCorporation</a>
<b>Twitter</b>	<a href="https://twitter.com/Africa_RE">https://twitter.com/Africa_RE</a>
<b>Instagram</b>	<a href="http://www.instagram.com/africa_re">http://www.instagram.com/africa_re</a>

#### **Overview**

To provide potential bidders with context, it's important to outline our current social media presence and performance.

As of 26 October 2023, we have achieved significant milestones in our social media endeavors.

Our social media accounts have garnered 47,000 followers across all platforms, with the highest engagement observed on our LinkedIn page with 24,365 followers and over 570,000 annual impressions, demonstrating an active and engaged community.

## **Objectives of the Project**

To achieve its mission, Africa Re seeks to attain the following key objectives through this project:

- a. Inform:** The Corporation provides update on the happenings in the Corporation. This includes company news, employee engagement, financial information, event sponsorships, technical assistance programmes, CSR initiatives and impact, contribution to African development, anniversaries, job postings, procurement tenders and other developmental updates as part of its contribution to the insurance industry.
- b. Educate:** As the leading pan-African reinsurer, the Corporation produces some well researched and insightful publications that can be used to build awareness about insurance and advocacy to improve the insurance penetration rate and the role of insurance in businesses, communities, and nations' resilience. This could be aimed at the general public or specific stakeholders in the insurance industry or the public authorities.
- c. Engage:** Africa Re will also like sustained engagement on other topics of interest. Our brand representatives can also mentor professionals on general topics like leadership, management, corporate governance, community service, and socio-economic development.

## **4. Unique Aspects of Our Project**

Africa Re's social media project stands out due to several unique aspects that potential bidders should consider:

**Multilingual Environment:** We operate in a diverse linguistic environment, with both English and French as our official languages. As such, the selected consultant should have the capability to create and manage content in both languages, ensuring effective communication with our diverse audience.

**Cultural Diversity:** The nature of our work spans across multiple regions within Africa, each with its own distinct cultural and market characteristics. Bidders should propose

strategies that accommodate these regional differences within a unified social media account, ensuring that our messaging resonates with all our stakeholders.

**Corporate Social Responsibility:** Our Corporation has a strong focus on corporate social responsibility, and our social media presence is instrumental in communicating our initiatives and activities in this domain. Bidders should be prepared to align our social media strategy with our CSR initiatives, conveying our commitment to positive societal impact.

**Multi Stakeholder Engagement:** Africa Re maintains engagement with a multitude of shareholders (Governments, Insurers, reinsurers, DFIs), and stakeholders (Insurance Regulators, Financial Institutions, Development Institutions) from various socio-economic sectors due to its legal status (diplomatic in member States) and intervention (commercial, developmental).

## **5. Scope of Work**

Below are some of the activities covered under this engagement.

### **1. Platform Review, Strategy Proposal and Implementation Methodology**

The appointed agency or consultant shall review the current social media channels used, both for senior executives and for the Corporation itself, and provide an assessment of their relevancy and potential impact on the identified stakeholders going forward.

This involves the audit of our brand profiles and performance in comparison with past performance, industry benchmarks and competitors.

The verification of the Corporate and individual accounts is also a key deliverable for the selected agency or consultant.

With the Corporation in multiple locations across the continent, the agency or consultant needs to propose how the needs of these locations can be accommodated under a single account.

This should be covered under a robust social media strategy supported by a clear and convincing implementation methodology.

## **2. Content Management**

The appointed agency or consultant shall develop a robust content authoring, format and distribution strategy for the Corporation covering animations, videos, images and so much more based on campaign needs in alignment with the Corporate brand guidelines.

A monthly social media calendar to drive engagement will also be created and implemented.

As an organisation with English and French as official languages, the content strategy must reflect this peculiarity.

## **3. Online Community Management**

The appointed agency or consultant shall conduct an audience audit and help build a strong online community of target personas including the general public as we propagate the value proposition of insurance across the continent.

The goal is to drive engagement and audience growth across the different initiatives of the Corporation on social media.

This should also cover media tracking and gate keeping efforts.

## **4. Performance Reporting**

During the period of the engagement, the appointed agency or consultant will be providing performance reports including trends and recommendations on a weekly basis. This must align with the key performance indicators defined for the social media strategy.

## **5. Capacity Building**

The appointed agency or consultant shall train internal stakeholders of the Corporation on how to handle the aforementioned items in this scope of work including content curation, content distribution, social listening and performance reporting.

## **6. Presentation of Proposal**

The proposal should be organised into the following major sections:

### **a. Executive Summary**

This part of the response to the RFP should be limited to a brief narrative highlighting the consultant's proposal.

The summary should contain as few technical details as possible and should be oriented towards non-technical personnel.

The Executive Summary should not include cost quotations.

### **b. Experience of the Consultant**

The consultant is expected to provide information to enable Africa Re to evaluate their stability, capability and ability.

Africa Re may require additional documentation for clarification.

The consultant should demonstrate that they have undertaken similar works with other organisations comparable in nature, size and reputation.

References, where existing, should be added as appendices.



### c. Approach and Methodology

This section requires the consultant to detail how they intend to conduct the assignment and reach a desirable outcome.

They are expected to explain their understanding of the objectives of the assignment, the approach to be adopted, the methodology to be applied/followed for providing the service and the expected output.

### d. Cost Quotations

All applicable cost elements relating to the engagement should be included in the proposal.

If necessary, the cost quotations (excluding VAT and other taxes) can be itemized according to the services proposed and the deliverables.

## 7. Indicative Technical Evaluation

The indicative parameters to be used for technical evaluation are as follows:

	<b>Criteria</b>	<b>Indicative Criteria</b>	<b>Weight</b>
<b>1.</b>	<b>Specific Experience</b>	Experience in the last five (5) financial years of providing/delivering Social Media Management Consultancy Services. The experience with international organisations like Africa Re and the insurance industry will be an added advantage.	<b>35</b>
<b>2.</b>	<b>Vendor Competence</b>	General education, training, experience in the sector/similar assignment of key staff should be in line with the current tools and techniques relating to organisational culture transformation.	<b>25</b>

	Criteria	Indicative Criteria	Weight
3.	<b>Approach &amp; Methodology</b>	This covers the completeness, the robustness of approach and quality of ideas or solutions proposed to address our needs.	<b>25</b>
4.	<b>Cost Proposal</b>	The competitiveness of the cost proposal.	<b>15</b>

## 8. Clarification and Amendment

Clarifications can be requested by email only, up to five (5) business days before the date of the RFP submission deadline, using the Corporation's address indicated below.

The **subject of the email** should read "**Clarification - Proposal for Social Media Management Consulting Services**".

Africa Re will respond by email to such requests.

In the interest of fairness and a level playing field, all responses to such queries will be shared with all firms that have signified their intention to submit a proposal.

The responses will include details of the query but without identifying the source.

**Email contact for clarification:** [tender@africa-re.com](mailto:tender@africa-re.com)

## 9. Proposal Submission Guidelines

The following guidelines are recommended for the submission of all proposals.

### a. Confidentiality

It is expected that the selected Consultant will maintain the highest level of confidentiality regarding the information provided before, during and after the completion of the assignment.

## **b. Professional Standards and Ethical Values**

The Consultant shall also maintain the highest standard of professional and ethical values and norms in providing this consultancy service and shall be required to sign a non-disclosure agreement.

## **c. Intellectual Property Rights**

The Corporation shall acquire the intellectual property rights on all materials, data, information and reports used, developed and produced on this engagement unless where this right is specifically excluded.

All materials submitted in response to the request for proposals shall also become the property of African Reinsurance Corporation and shall not be returned to the respondent.

## **d. Other Africa Re Reserved Rights**

Africa Re reserves the right, in its sole discretion, to take actions deemed in its best interest that may include any one or more of the following without incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder:

- Accept or reject any, or all proposals, in whole or in part at any time before engagement.
- Waive any minor irregularities or informalities in the proposal and/or its submission.
- Vary any timetable or schedule.
- Suspend or modify the engagement process.
- Negotiate the details of a proposal before engagement.

## **e. Submission Mode and Dates**

Proposals submitted physically should be addressed to:

**The Chairman of the Tenders Committee**  
**African Reinsurance Corporation**  
**Plot 1679 Karimu Kotun Street**  
**Victoria Island PMB 12765 Lagos, Nigeria**



African Reinsurance Corporation  
Société Africaine de Réassurance

Proposals can also be submitted electronically to below e-mail address:

**Email:** [tender@africa-re.com](mailto:tender@africa-re.com)

The proposals should have the below subject read

**“Submission - Proposal for Social Media Management Consulting Services”.**

Proposals should be received by Africa Re no later than **20 January 2025**.

Any proposal received by Africa Re after the submission deadline will not be considered.

Yours Sincerely,

**Dr Corneille Karekezi**  
**Group MD/CEO**  
**Africa Re Group**