



African Regional Intellectual Property Organization (ARIPO)
11 Natal Road,
Belgravia,
Harare

04 April 2025

Dear Valued Supplier,

RE: REQUEST FOR PROPOSAL FOR THE PROVISION OF COMMUNICATIONS CONSULTANCY SERVICES.

On behalf of the Director General, the African Regional Intellectual Property Organization (ARIPO) is requesting your proposals for the provision of communications consultancy services:

ITEM	REQUIREMENTS	SPECIFICATIONS
1.	Provision of communications consultancy services to support the development of communications materials in line with the 2022 to 2026 ARIPO Strategic Plan.	As per the attached TORs

Consultant's responsibilities:

1. Creating visually engaging content for the ARIPO website and social media platforms to enhance engagement with intellectual property and understanding and use of the e-service platforms.
2. Developing style guidelines for social media platforms.
3. Developing a marketing campaign.
4. Reviewing the ARIPO branding guidelines to ensure consistency across the Organization.
5. Designing communication materials for ARIPO.

Consultant's requirements:

1. Company registration documents, including the Certificate of Incorporation, CR6, Valid Tax Clearance Certificate and any other requisite company registration certificates.
2. Technical Proposal showcasing the qualifications and experience of the company.
3. Financial Proposal
4. Company profile highlighting a minimum of three (3) years' experience on managing similar projects with a development organization; knowledge and understanding of the local and global digital landscape and trends.
5. Submission of portfolios/links demonstrating experience in managing social media accounts, especially Facebook, Instagram, LinkedIn and X

The financial component of the bid offers will be evaluated only for those suppliers whose technical offers fully meet the ARIPO requirements as specified in the attached TORs.

Financial proposals must be on the company's letterhead and addressed to the Director General of ARIPO.

Proposals must **only** be sent by email to procurement@aripo.org on or before **Friday, 18 April 2025** by **1200Hrs.** Submissions after the stated deadline shall not be considered.

The tender reference number must be on the email subject line as follows:
ATIN: 2025/04/COMMUNICATIONS-CONSULTANCY/05

We look forward to your response

Yours sincerely,



Arthur Baera
Secretary, ARIPO Tender Board

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