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THE PUBLIC SERVICE SECTOR EDUCATION AND TRAINING AUTHORITY

TERMS OF REFERENCE (ToR)

APPOINTMENT OF A SERVICE PROVIDER FOR MEDIA PLANNING AND SPACE BUYING SERVICES FOR THE PUBLIC SERVICE SECTOR EDUCATION AND TRAINING AUTHORITY (PSETA) FOR A PERIOD OF THREE (3) MONTHS FROM THE DATE OF APPOINTMENT

BID NUMBER: RFP/2021/001537

CLOSING DATE:

CLOSING TIME: 11:00

No late applications will be accepted.

1. INTRODUCTION

The Public Service Sector Education and Training Authority (PSETA) is established in terms of section 9(1) and (2) of the Skills Development Act, 1998 (Act No. 97 of 1998), as amended. The Skills Development Act provides the enabling legislative framework for PSETA and sets out the functions of Sector Education and Training Authorities.

PSETA communicates with a broad stakeholder base across the public service sector and requires access to appropriate paid media channels to support statutory notices, recruitment and tender advertising, programme communication, stakeholder awareness, advocacy campaigns and strategic brand positioning. Media placement must therefore be planned and procured in a manner that is audience-led, cost-effective, transparent, measurable, and responsive to PSETA operational requirements.

2. BACKGROUND AND CONTEXT

PSETA seeks to appoint one suitably qualified and experienced media planning and space buying service provider for a period of three (3) months from the date of appointment. The appointed service provider will support PSETA, as required during the contract period, with

the planning, negotiation, booking, placement, monitoring, verification and reporting of paid media across relevant print, audio, digital, out-of-home and other approved media platforms.

The appointed service provider will render services in accordance with approved media briefs and budgets during the three-month contract period. All media bookings and expenditure must be authorised in writing by PSETA before any commitment is made.

3. OBJECTIVES OF THE SERVICES REQUIRED

- Provide PSETA with responsive access to specialist media planning and buying expertise for the contract period.
- Identify media channels and placements that are aligned to defined target audiences, geographic reach, campaign objectives, and available budgets.
- Negotiate competitive media rates, discounts, preferential positioning, and measurable value-added benefits on behalf of PSETA.
- Ensure accurate, timely, and compliant placement of approved advertisements, notices, features, sponsored content, and campaign material.
- Optimise media expenditure through evidence-based recommendations, transparent rate comparisons, and post-campaign performance analysis.
- Provide verifiable proof of placement, delivery, and audience/performance metrics for every commissioned campaign or placement.
- Support PSETA in extending reach to national, provincial, local, and community audiences, including underserved and rural communities where relevant.
- Maintain appropriate governance, financial controls, audit trails, and reconciliation of third-party media costs and agency/service fees.

4. SCOPE OF WORK

4.1. Media Planning and Strategy

- Interpret PSETA briefs and recommend an appropriate media mix, flighting schedule, reach/frequency approach, and geographic targeting.
- Provide media plans supported by audience profiles, circulation, listenership/ viewership/ traffic data, and channel rationale.
- Provide alternative scenarios where budget or timing constraints require trade-offs.
- Advise on emerging media opportunities and cost-effective channels relevant to PSETA stakeholders.

4.2. Print Media Buying

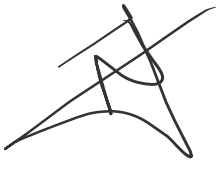
- Negotiate and book space in national, provincial, local, and community newspapers, magazines, supplements, and relevant specialist publications.
- Manage recruitment, tender, statutory, programme and campaign advertising, advertorials/features, and approved cover or special-position opportunities.
- Secure competitive rates, volume discounts, preferential positioning, and value-added placements.
- Confirm publication deadlines, material specifications, booking references, and placement dates.
- Provide tear sheets, e-papers, or other acceptable proof of publication and reconcile actual placement against approved booking.

4.3. Audio Media Buying

- Plan and buy approved commercial, public, community and digital audio inventory, including radio spots, interviews, sponsored segments, host-read content, podcasts and audio streaming placements.
- Recommend stations/programmes based on audience profile, geographic reach and campaign objective.
- Negotiate rates, bonus spots, added-value interviews or other measurable benefits where appropriate.
- Provide schedules/logs and available delivery, reach or listenership metrics after placement.

4.4. Digital and Paid Social Media Buying

- Plan and place paid digital advertising on approved websites, publisher platforms, search, video, programmatic and social media platforms where required.
- Develop audience targeting, geographic targeting, campaign duration, budget allocation and optimisation recommendations.
- Monitor paid campaign delivery and provide reports covering impressions, reach, frequency, clicks, engagement, video views, conversions or other agreed metrics.



- Paid social media buying under this contract does not automatically include day-to-day organic community management, content creation or responding to comments unless specifically included in a written PSETA brief.

4.5. Out-of-Home and Other Media

- Where required, source and negotiate appropriate outdoor, transit, digital out-of-home, cinema, or other approved media inventory.
- Confirm site/location, audience rationale, display period, production specifications and proof of flighting.

4.6. Booking, Trafficking and Placement Management

- Obtain written PSETA approval before committing expenditure.
- Issue booking confirmations and manage submission/trafficking of final approved material to media owners.
- Check material specifications and deadlines, and immediately escalate any risk to placement.
- No substitution of media owner, platform, date, size, duration or placement may occur without prior written approval.

4.7. Monitoring, Verification and Reconciliation

- Monitor all booked placements and immediately report missed, incorrect or materially deficient placements.
- Secure make-goods, credits or corrective placements where a media owner fails to deliver as booked.
- Reconcile media-owner invoices, negotiated discounts, added value and service/agency fees against the approved quotation.
- Maintain an auditable record of quotations, approvals, bookings, proofs, invoices and campaign reports.

5. DELIVERABLES

Deliverable	Minimum Requirement	Evidence / Output
Media plan/recommendation	Audience-led channel recommendation, schedule, budget, and rationale	Approved media plan and quotation
Rate negotiation	Benchmark/card rate compared with negotiated rate and added value	Rate comparison / media-owner quotation
Booking and placement	Accurate booking against the approved specification	Booking confirmation/insertion order
Proof of placement	Verification that placement ran as approved	Tear sheet, log, screenshot, certificate, or equivalent
Campaign monitoring	Monitoring against booked delivery	Status report and exception/escalation record
Post-campaign report	Performance, spend, delivery, value added, and lessons	Campaign close-out report
Financial reconciliation	Transparent reconciliation of third-party costs and fees	Invoice pack and reconciliation statement

6. TIME FRAME AND CONTRACT PERIOD

The successful service provider will be appointed for a fixed period of three (3) months, commencing on the date of appointment. Services will be commissioned as and when required during this period, through authorised written instructions and, where applicable, approved purchase orders issued in accordance with PSETA SCM processes. No new assignments may be commissioned after expiry of the three-month contract period unless a lawful, formally approved contractual arrangement is in place.

Unless otherwise agreed in a specific brief, the service provider shall acknowledge a request within four (4) working hours, submit standard quotations/media options within one (1) working

day, and immediately flag media-owner deadlines that require expedited approval. Campaign-specific timelines will be confirmed in the approved media plan or service level agreement.

7. QUALITY, SERVICE LEVELS AND REPORTING REQUIREMENTS

- Provide a dedicated account/project lead and a clear escalation contact.
- Submit costs for approval before placement and disclose media-owner cost, discounts/rebates where applicable, and agency/service fee separately.
- Achieve 100% placement accuracy against approved booking specifications, subject to media-owner performance, with immediate corrective action for exceptions.
- Provide proof of placement and reconciliation within five (5) working days after completion of a standard placement, unless a different reporting cycle is agreed.
- Provide monthly or campaign-based consolidated reports where multiple placements are active.
- Attend performance review meetings when requested and implement corrective actions arising from service-level failures.

8. COMPETENCIES AND SKILLS SET REQUIRED

The bidder must demonstrate organisational and personnel capability appropriate to a media buying account of this nature. The proposed team should collectively demonstrate the following competencies:

- Media strategy and integrated media planning.
- Print, radio/audio, digital, paid social and out-of-home media buying.
- Audience segmentation and interpretation of recognised media/audience data.
- Rate negotiation, benchmarking, discount optimisation and value-added negotiation.
- Campaign trafficking, scheduling, monitoring and proof-of-performance management.
- Digital campaign analytics and performance reporting.
- Budget control, invoice reconciliation and maintenance of an auditable media-buying trail.
- Project/account management, stakeholder communication, deadline management and issue escalation.

- Knowledge of public-sector communication requirements, confidentiality and ethical procurement conduct.

At a minimum, the bidder should identify a senior Account/Media Lead and a Media Planner/Buyer. Where digital media is proposed, access to a suitably experienced Digital Media Specialist must be demonstrated. CVs must clearly indicate qualifications, role, relevant experience and comparable assignments.

9. INTELLECTUAL PROPERTY, CONFIDENTIALITY AND DATA

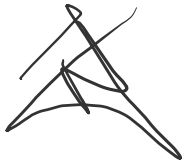
All PSETA briefs, campaign information, reports, data, artwork supplied by PSETA, placement records and project documentation shall be treated as confidential and used solely for purposes of this contract. PSETA shall retain ownership of its information and of reports and outputs specifically commissioned and paid for under the contract, subject to third-party media-owner and platform rights. The service provider may not publish, showcase or disclose PSETA work without prior written approval.

10. COSTING AND PRICING REQUIREMENTS

- Pricing must be transparent and all-inclusive of the bidder's professional/service fees and applicable VAT, while third-party media costs must be separately identifiable.
- For each placement, bidders must disclose the applicable media-owner/card rate where available, negotiated rate, discount/value added, agency/service fee or mark-up, and total cost to PSETA.
- No media commitment may be made before written PSETA approval.
- Any cancellation, amendment or late-material charge imposed by a media owner must be disclosed promptly and supported by evidence.
- PSETA reserves the right to negotiate pricing and to request documentary substantiation of media-owner rates and negotiated benefits.

11. FUNCTIONALITY EVALUATION

Bidders must achieve a minimum functionality threshold of 70 points out of 100 to proceed to the next stage of evaluation. Functionality will be assessed only on evidence submitted with the bid. The recommended evaluation framework is as follows:



Domain	Evaluation Method	Criteria	Weight
1.Company experience	Company profile and schedule of comparable assignments	Relevant media planning/buying experience: <3 years = 1; 3-4 years = 2; 5-6 years = 3; 7-8 years = 4; 9+ years = 5.	25
2. Knowledge and experience of key personnel	CVs and qualifications of Account/Media Lead and Media Planner/Buyer; Digital Specialist where applicable	Assess relevant media planning/buying experience, seniority, platform breadth and comparable account experience using a 1-5 scale.	20
3. Methodology and approach	Detailed methodology and sample media-planning approach	Assess brief interpretation, audience targeting, planning, negotiation, booking controls, monitoring, reconciliation, risk management and reporting. 1 = inadequate; 5 = comprehensive and highly responsive.	25

4. Competitive rate/value optimisation capability	Examples showing card/benchmark rate versus negotiated outcome and added value	Assess evidence of transparent rate negotiation, discounts, value-added inventory and cost optimisation. 1 = no evidence; 5 = strong verifiable evidence across comparable work.	15
5. Reference letters	Signed client reference letters for comparable media buying work	1 = 1 2 = 2 3 = 3 4 = 4 5 or more = 5 Letters must meet the evidence requirements below.	15
TOTAL			100

Reference letters must be on the client organisation's letterhead, signed and dated, and must identify the client, nature/scope of services, period of assignment and a contactable referee. PSETA reserves the right to verify references and claims made by bidders.

12. PREFERENTIAL PROCUREMENT AND FURTHER EVALUATION

Bidders that meet the minimum functionality threshold will proceed to evaluation in accordance with the preferential procurement point system, specific goals, and other requirements stipulated in the official bid invitation and applicable PSETA SCM documentation. SCM must insert the approved preference-point framework and the specific goal allocation applicable as of the date of advertisement. This ToR should not hard-code outdated ownership categories or documentary requirements where the governing procurement framework may change before advertisement.

13. FORMAT OF THE BID SUBMISSION

- Completed and signed bid forms and mandatory SCM documentation as specified in the bid pack.
- Company profile addressing the required services.
- Technical proposal and methodology responding to the full Scope of Work.
- Team structure, CVs and qualifications of proposed key personnel.
- Schedule of comparable assignments and supporting reference letters.
- Evidence supporting rate-negotiation/value-optimisation capability.
- Completed pricing schedule in the format prescribed by PSETA.
- Any other documents specifically requested in the official bid invitation.

14. IMPORTANT MANDATORY INFORMATION FOR BIDDERS

All mandatory requirements must be clearly identified in the official bid pack and applied consistently. Mandatory requirements should be limited to objectively verifiable conditions that are essential for responsiveness and should not duplicate functionality criteria. At a minimum, bidders must submit the completed Standard Bidding Documents and supplier/tax information prescribed by PSETA SCM at the time of advertisement.

PSETA reserves the right to conduct due diligence, verify information submitted, contact references, and request clarification where permissible, provided that such clarification does not allow a bidder to materially alter its bid after closing.

15. GENERAL AND SPECIAL CONDITIONS

- The service provider shall undertake only those media planning and space buying services expressly authorised by PSETA during the three-month contract period.
- Work may only commence after an authorised written instruction and, where applicable, an approved purchase order.
- The appointed service provider shall submit assignment-specific quotations when requested. Each media placement and the associated expenditure must be approved by PSETA in accordance with its SCM policy and the contract.



- The service provider remains responsible for the performance of approved subcontractors or media intermediaries.
- Actual or potential conflicts of interest must be disclosed immediately.
- The service provider must maintain appropriate business continuity arrangements and sufficient capacity to meet media deadlines.
- Repeated failure to meet agreed service levels, material misrepresentation or unauthorised expenditure may constitute breach of contract and be managed in accordance with the resultant agreement and applicable General Conditions of Contract.

16. IMPORTANT MANDATORY INFORMATION FOR BIDDERS

16.1. All Standard Bidding Documents (SBD) must be completed and signed.

- SBD 1 (All sections must be fully completed)
- SBD 4 (All sections must be fully completed)
- SBD 6.1(All sections must be fully completed)
- Proof of registration on Central Supplier Database.
- General Conditions of Contract (All pages must be signed or initialled)
    - One original bid proposal and two copies/replicas must be submitted.

NB: Please note that failure to submit documents requested in Section 16.1 will render the proposal disqualified.

Bid proposals must be submitted to:

Ms Lungile Mokoena

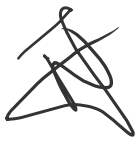
Supply Chain Management

PSETA

Ground Floor, Woodpecker Building, 177 Dyer Road, Hillcrest Office Park, Pretoria

No late applications will be accepted.

No electronic bid applications will be accepted.



The validity period of the bids is 90 days from the closing date.

Please direct all queries to Ms. Lungile Mokoena via email at Lungilem@pseta.org.za

