

Terms of Reference

Title of Assignment: Promotion Campaign for 'WeCode'

A. General Context

1) General Context

The Rwanda ICT Chamber is an arm of the Private Sector Federation (PSF) Rwanda. Established in 2011, Rwanda ICT Chamber is the leading partner for organizations to share experience, network and meet key players in the Rwandan ICT sector. At ICT Chamber, we help our members to work with the right associations, companies and individuals and ensuring that they get the needed skills, opportunities and tools to grow. The mission is to make Rwanda the leading ICT-Driven society. The vision is to be the leader in influencing transformation of the economy and the culture through ICT.

The chambers objectives are:

- Creating career paths through skills development, especially among the youth;
- Stimulating entrepreneurship and competitiveness;
- Driving and protecting investments and innovation;
- Promoting export of ICT products and services, and
- Becoming the arbitrator of the ICT sector.

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a federally owned international cooperation enterprise for sustainable development with worldwide operations. GIZ has worked in Rwanda for over 30 years. The primary objectives between the Government of Rwanda and the Federal Republic of Germany are poverty reduction and promotion of sustainable development. To achieve these objectives, GIZ Rwanda is active in the sectors of Decentralization and Good Governance, Economic Development and Employment Promotion and Energy.

The program 'Promotion of Economy and Employment' (EcoEmploi) is part of the priority area 'Sustainable Economic Development' of the Rwandan-German Development Cooperation. With the objective, that 'selected public and private actors have implemented employment-generating measures' and therewith contributing significantly to job generation in Rwanda, the program is based on an integrated approach of Private Sector Development, TVET/Skills Development and Labour Market interventions in the selected economic sectors ICT, Wood, Tourism, E-Commerce and Creative Industries.

B. Rationale of the assignment

1) Description of assignment:

The Private Sector Federation and the ICT Chamber, with the assistance of GIZ's Eco-Emploi programme, are incubating 'WeCode', a programming academy and software agency, offering micro-degree-programs to address the skills-mismatch in Rwanda's ICT sector. WeCode is

providing high class IT training to working age Rwandan women (18-44) who do not necessarily need a prior degree or work experience in the field. Applicants are selected using a series of comprehensive data points while hands-on skill building is provided using cutting edge learning science. The focus of the program is to develop expertise in the most in-demand ICT skills according to the Rwandan masterplan 2020 and in exchange with representatives from the industry, to foster the next generation of tech leaders in the country.

It is intended to run a pilot project to gain an understanding of the specific local challenges and opportunities that will lead to a more sustainable project outcome in the longer run. The pilot shall address beginners and advanced students alike and needs to be promoted across Kigali and Karongi to attract as many applications from potential students as possible. While it is crucial to attract people with no IT background (Beginner course) as well as experienced professionals who aim to upskill and internationally certify their skills (Advanced course), we ideally attract enough qualified applicants to be able to run a representative impact evaluation at the end of the course. For this, we aim to review up to 5.000 applications.

The consultants shall help the WeCode team to develop a communication strategy and promotion material, as well as to distribute the promotion material to reach the target groups. This will include the booking of broadcasting time in radio stations, running Facebook, SMS and WhatsApp campaigns, the organization of a roadshow through relevant high schools, as well as distributing posters in public areas, but is not limited to them. The ICT Chamber will assist the consultants in identifying the right target groups.

2) Process and methodology of the assignment:

The Micro Degree program needs to be promoted across Kigali and Karongi in the following steps for a period of two weeks:

- **Development of Promotion materials:**

A Kigali and Karongi wide media and social media campaign has to be developed and should consist of a mixture of radio, online and social media ads, as well as SMS notifications and posters. While we are addressing two focus groups, unemployed Rwandan women and people with disabilities between 18-44 with minor IT background, as well as Rwandan women and people with disabilities between 18-44 with at least two years of professional IT experience, the promotion campaign shall be designed in a way that is targeting women specifically.

The message of the ads will be developed in collaboration with the Eco-Emploi Programme and approved before the final production. The goal is to get up to 5.000 applications for the pilot (3.000 for the beginner course, 2.000 for the advanced course).

Production:

- Story drafting and production of one Radio spot in English, advertising the pilot program, addressing beginners and advanced (25-30 seconds in length)

- Design and production of website banners (size to be determined accordingly)
- Design and production of x 200 A3 posters on glossy paper
- Development of an SMS and WhatsApp campaign targeting 18-44 years old female MTN, TIGO, AIRTEL subscribers living in Kigali and Karongi, with heavy data usage

- **Broadcasting the developed materials:**

The consultant will ensure that the developed advertisement materials are broadcasted/published through relevant pre-selected channels.

Broadcasting:

- Broadcast radio spot for two weeks during prime time in local radio stations in Kigali and Karongi. Air at least 45 times during the two-weeks campaign, but at least 2 times a day. The consultant will propose suitable radio stations. A selection will be made jointly with EcoEmploi. - Consider that we are targeting unemployed Rwandan women and choose the broadcasting time accordingly.
- Book online banners for the following websites during the two-weeks campaign: Igihe.com, Newtimes, umuseke, Kigalitoday (size to be determined accordingly)
- Run two targeted Facebook advertisement campaigns (advertisement objective: consideration – traffic generation on external website). For the Beginners: targeting English speaking Rwandan women, 18-44 years old, living in Kigali or Karongi, who show an interest in new technologies. For the Advanced course: targeting English speaking Rwandan women, 18-44 years old, living in Kigali or Karongi, who have an ICT- or related degree (i.e. Computer Engineers, Data Scientists, Data Analysts) and worked in the IT industry for the past two years. Use split tests to evaluate the best message to reach target groups.
- Printing, distributing and placing posters in prominent areas in youth centres, Employment service centre, TVET ICT-schools, and universities in Kigali and Karongi. A detailed list will be provided.
- Broadcasting of SMS and WhatsApp campaign targeting 18-44 years old female MTN, TIGO, AIRTEL subscribers living in Kigali and Karongi, with heavy data usage (reach at least 23000 in Kigali, 7000 in Karongi). The phone numbers will be provided.
- Organizing a roadshow through relevant high schools and other campuses to address the relevant audience face to face.

3) Reporting and cooperation:

The consultant will report directly to the ICT sector Expert.

C. Deliverables

The assignment shall have the following deliverables:

- Propose at least five suitable Radio stations and ten News sites to broadcast the promotion material.
- Produce one Radio spot in English, advertising the pilot program, addressing both groups (25-30 seconds in length).
- Design two Website banners (size to be determined accordingly)
- Develop a SMS and WhatsApp campaign to reach the target groups.
- Booking of
 - airtime in local radio stations,
 - online banners on specified news sites,
 - Facebook advertisements,
 - SMS and WhatsApp distribution of messages as outlined above.
- x 200 A3 posters on glossy paper
 - Placement of posters in specified locations as outlined above.
- Acquire permission from RURA to send out the SMS/WhatsApp Campaign to subscribers.

Next to the final products, all raw data and materials used must be delivered to GIZ Eco-Emploi upon finalization of the contract. Only Microsoft Office compatible files are permitted for delivery.

D. Timeframe of the assignment

The assignment is to start in the **first week of April 2018**. All final products have to be handed in by **30/04/2018**.

E. Key characteristics of consultant(s)

For the assignment, the following characteristics and competencies are essential.

Academic Background:

- Degree in Communication, Graphic Design or related fields

Professional Experience:

- Proven experience in the coordination and preparation of campaigns
- Proven experience in design and production of branding materials
- Proven experience in media relations
- Outstanding communication and organizations skills
- A team player with leadership skills
- Special competencies needed for this assignment:
- Experience in dealing with Rwandan Media



RWANDA ICT CHAMBER



F. Contact

In case of questions regarding the assignment, please contact Mr. Alex N'tale (alex@ict.rw). Please note that for a fair tender process, we only point to publicly available information.

G. Timeline

Please hand in your complete offer by **22/03/2018, 10:00pm (CAT)**. All offers arriving delayed cannot be considered.