

UGANDA POST LTD t/a POSTA UGANDA

Notice of Expression of Interest (EOI) for Provision of *PR and Media Agency services on behalf of the Company* -

Procurement Reference number: POU/SRVCS/2024 – 2025/00001

1. The *Uganda Post Ltd t/a Posta Uganda* is a government–owned organization offering postal services to the public. In its endeavor to scale up efficiency in its operations, the company now wishes to retain a well experienced PR Agency to manage all its engagements with its clients in the areas of Public Relations, Advertising and Marketing, as well as Social Media. The entity has allocated funds to be used for the acquisition of the Agency services described below.
2. The Entity now invites eligible consultants to submit sealed expressions of interest for
 - To ensure that all company products are effectively supported to realize their targets as to market share, revenue and awareness.
 - To ensure that all clients of the company receive due and timely attention.
 - To ensure a positive and growing corporate image for Posta Uganda.
 - To manage all matters concerning the media.
 - To ensure active engagement on all major social platforms.
3. Interested firms should provide information demonstrating that they are eligible, experienced and possess the required qualifications to perform the services supported with relevant documentation.
4. The shortlisting criteria will include:
 - Eligibility of the firm
 - Experience of the firm
 - Technical Capacity in terms of financial and Key personnel.

The detailed EOI Guideline containing the shortlisting criteria can be obtained from the Procurement and Disposal Office, Posta Uganda.

5. Consultants may associate with other firms in the form of a joint venture to enhance their qualifications. The form of association, where applicable, should be indicated in the Expression of Interest.
6. Preference schemes shall apply when evaluating Request for Proposals from the shortlisted consultants.
7. Interested eligible consultants may obtain further information at the address given below from 9:00Am – 4:00PM Monday to Friday.
8. Sealed Expressions of Interest must be delivered to the address below at or before ***11:00AM on 13th***

March, 2025.

At the reception Bid

Box, Posta Uganda

Head Office, on Plot

35, Kampala Road

Tel: [0752-570989 and E-mail:donyango@ugapost.co.ug

9. The notice of expression of interest is available at the Entity's website at www.ugapost.co.ug

10. The planned Procurement schedule (Subject to changes) is as follows:

Activity	Date
a. Publication of Notice of Expression of Interest	<i>27th February, 2025</i>
b. Closing date for receipt of Expression of Interest	<i>13th March, 2025</i>
c. Evaluation of Expressions of Interest	<i>14th March – 21th March, 2025</i>
d. Display of shortlist	<i>24th – 28th March, 2025</i>

Accounting Officer

TERMS OF REFERENCE

RECRUITMENT OF PR & MEDIA AGENCY

I. Background

Posta Uganda is a government owned agency responsible for delivery of Postal Services throughout the country. It also works in collaboration with other Postal players to shoulder Uganda's Postal Communications mandate globally.

In exercise of its mandate, Posta Uganda now seeks to retain a well experienced Agency to manage all its engagements with its clients in the areas of Public Relations, Advertising and Marketing, as well as Social Media.

II. SUMMARY DELIVERABLES

A. Marketing

Ensure that all company products are effectively supported to realize their targets as to market share, revenue and awareness.

B. Public Relations

Ensure that all clients of the company receive due and timely attention

Ensure a positive and growing corporate image for Posta Uganda

C. Media Relations

Manage all matters concerning the media

Ensure active engagement on all major social platforms

KEY PERFORMANCE INDICATORS

Increased and positive brand recognition/awareness among target audience

Growth in social media followers and engagement rate

Growth in revenues attribute to marketing campaigns

Increased and positive media mentions, press releases, and interviews in target publications

Timely and effective resolution of emerging issues

Experienced firms wishing to express their interest in providing the above-mentioned services are requested to submit their detailed Proposal clearly stating the following:

- Evidence of similar positive engagements with reputable agencies
- Competencies of the personnel to handle the tasks

- One-page Statement of Intent on how each of the functions shall be executed
- Estimated Costs of executing the assignment
- Legal status of the firm by attaching legal documents.
- The firm's profile.
- Any other relevant information.

Submissions clearly marked "Proposal to offer PR, Media & Marketing Services" should be **POSTED** to the following address not later than 2 weeks from publication of this notice:

Procurement & Disposal Unit
Posta Uganda
P.O. Box 7106
Kampala

ACCOUNTING OFFICER