

## **TERMS OF REFERENCE**

Appointment of a Service Provider for Digital and Social Media Management, Marketing, and Advertising

Department of Public Works and Infrastructure (DPWI)

### **1. Purpose**

The Department of Public Works and Infrastructure (DPWI) seeks to appoint a qualified and experienced service provider to manage and enhance the Department's digital presence through strategic social media management, digital marketing, and online advertising for a period of twelve (12) months.

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### **2. Scope of Work**

#### **2.1 Digital and Social Media Marketing**

The appointed service provider will be required to:

- Implement digital marketing strategies to increase visibility, brand awareness, audience reach, website traffic, engagement, and conversions across DPWI digital platforms.
- Utilise search engine marketing (Google Search and YouTube) and social media advertising to drive targeted communication and promote departmental initiatives.
- Increase and sustain online engagement on the DPWI website and all digital platforms.
- Develop and implement a comprehensive social media marketing strategy.
- Manage daily content creation and publishing across all platforms.
- Design high-quality graphics, videos, and promotional material.
- Grow followers organically and improve audience engagement.
- Plan and manage paid social media campaigns where required.
- Monitor digital trends and provide relevant content recommendations.
- Respond to comments and messages professionally and timeously.
- Provide monthly performance reports with analytics and insights.
- Ensure brand consistency in line with organisational branding guidelines.
- Develop, implement, and monitor a digital strategy aligned with the Department's digitisation roadmap.
- Review DPWI's current digital landscape with a view to improving existing deliverables.
- Produce targeted, high-quality copywriting and designs aimed at driving relevant calls-to-action and achieving set objectives.
- Conceptualise, test, execute, and continuously optimise digital advertisements and campaigns.
- Develop and maintain relevant content for use across various digital communication channels.
- Drive campaigns to grow relevant website and social media followers on Facebook, X, TikTok, Instagram, YouTube, LinkedIn, and emerging digital platforms.
- Identify suitable digital platforms and channels for marketing and advertising campaigns in order to achieve overall communication objectives.

- Continuously monitor, track, and optimise digital campaigns before, during, and after campaign periods using relevant tools.
  - Provide online reputation management support.
  - Produce relevant multimedia content for DPWI, including messaging, creative design, graphics, video, audio, animation, and other required formats.
  - Provide on-site resources for selected DPWI events as instructed by the Department.
  - Monitor and report on the performance of all digital platforms and campaigns.
  - Provide ongoing digital content management services.
  - Facilitate live updates and streaming on social media platforms during selected DPWI events.
  - Propose innovative digital initiatives and partnerships to advance empowerment and transformation objectives.
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### **3. Social Media Management**

#### **3.1 Platforms**

The appointed service provider will manage the following platforms:

- LinkedIn
- X (formerly Twitter)
- Facebook
- Instagram
- YouTube
- Google

#### **3.2 Objectives**

The objectives of the social media management services are to:

- Grow and maintain follower numbers across all platforms.
- Develop, facilitate, and monitor meaningful online conversations.
- Drive audience engagement and interaction with content.
- Direct audiences to the DPWI website and priority initiatives.

#### **3.3 Activities**

The appointed service provider will be responsible for:

- Content creation and copywriting.
  - Visual design for social media content.
  - Publishing and scheduling of posts.
  - Management of boosted and promoted posts.
  - Monthly performance reporting.
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### **4. Google Display and Online Advertising**

The appointed service provider will be required to:

- Develop and manage Google Display Ads campaigns.
  - Facilitate placement of display banners to increase DPWI brand visibility.
  - Produce, boost, and promote YouTube video content.
  - Promote the DPWI Podcast through targeted online advertising campaigns.
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## **5. Content and Social Media Strategy Development**

The appointed service provider will be responsible for:

- Developing digital advertising strategies, audience segmentation, and targeting plans.
  - Providing creative direction for the overall look and feel of social media content.
  - Developing and implementing a monthly editorial content calendar.
  - Creating monthly social media design templates and scheduling plans.
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## **6. Social Media Advertising (Paid Media)**

The appointed service provider must manage:

- Design and development of advertising creatives.
  - Post boosting and social media promotions.
  - Implementation, monitoring, optimisation, and reporting of advertising campaigns.
  - Sourcing and editing DPWI video content for advertising purposes where required.
  - Management and administration of advertising spend.
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## **7. Monthly Reporting Requirements**

The appointed service provider will be required to submit comprehensive monthly reports covering:

- Social media performance analytics.
  - Paid social media advertising performance.
  - Google Ads campaign performance.
  - Audience growth, engagement, reach, impressions, and campaign insights.
  - Recommendations for continuous improvement and optimisation.
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## **8. Service Provider Requirements (Essential)**

The appointed service provider must demonstrate the following capabilities:

### **8.1 Branding and Visual Identity Compliance**

- Ability to work within DPWI branding and visual identity guidelines.

### **8.2 Graphic Design and Copywriting Services**

Provision of:

- Event graphics.
- Infographics.
- Social media graphics and campaign artwork.
- Professional copywriting services.

### **8.3 Newsletter Design and Layout**

- Design and layout of digital newsletters and related communication material.

### **8.4 Social Media Boosting and Campaign Execution**

- Planning, execution, monitoring, and optimisation of social media campaigns and boosted content.
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**9. Briefing Session**

Selected service providers should be invited to attend a compulsory briefing session, the details of which will be communicated by the Department.