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## **TERMS OF REFERENCE FOR SOURCING A RECRUITMENT AGENCY**

### **I. PURPOSE**

The Gauteng Film Commission is currently seeking a reputable employment agency to provide an experienced, skilled, and suitably qualified Marketing, Communications, and Brand Coordinator to join the GFC on a fixed-term contract for three months on an Independent Contractor basis. The selected individual will assist the Marketing and Communications Unit to, among other projects, coordinate the Film Summit.

### **TERMS OF REFERENCE/SPECIFICATION**

#### ***1.1 Scope of Work***

The GFC is an NPC entity within the Gauteng Provincial Government under the leadership of the Department of Sport, Arts, Culture and Recreation mandated with the development, promotion and coordination of the film and television production industry in Gauteng. In addition, the GFC is responsible for positioning the province as a world-class destination for filmmaking as well as attracting local and international investments in the film and television industry.

The designated employment agency will bear the responsibility of curating three potential candidates from its expansive database, ensuring their proficiency and qualifications align closely with the

requirements for the Marketing, Communications, and Brand Coordinator position. Subsequently, these candidates will undergo a single-stage interview and selection process, overseen by the GFC, to determine the most suitable candidate for the role.

### ***1.2 Requirements: Service Provider***

The prospective Recruitment agency must:

- a. **Industry Expertise:** Demonstrated experience and expertise in recruiting for marketing, communications, and branding roles within relevant industries such as media, entertainment, advertising, or marketing agencies.
- b. **Understanding of Role Requirements:** Ability to comprehend the specific skills, qualifications, and experience required for a Marketing, Communications, and Brand Coordinator position, including proficiency in marketing strategy, brand management, communication channels, and digital marketing.
- c. **Candidate Screening and Assessment:** Utilization of effective screening and assessment methods to evaluate candidates' marketing and communications skills, experience with brand management, creativity, strategic thinking, and adaptability to diverse marketing channels.
- d. **Knowledge of Branding Principles:** Familiarity with branding principles and strategies, including brand positioning, brand identity development, brand messaging, and brand consistency across various platforms.
- e. **Digital Marketing Proficiency:** Capability to identify candidates with expertise in digital marketing techniques, social media marketing, content creation, email marketing, and analytics tools relevant to branding and communications.
- f. **Creativity and Innovation:** Ability to provide creative and innovative candidates who can contribute fresh ideas and strategies to enhance the organization's brand image and marketing campaigns.
- g. **Cultural Fit Assessment:** Consideration of cultural fit and alignment with the organization's values, mission, and brand personality to ensure cohesion within the marketing and communications team.

- h. **Communication Skills:** Assessment of candidates' verbal and written communication skills, including the ability to craft compelling marketing messages, create engaging content, and effectively communicate brand narratives.
- i. **Client Collaboration:** Collaboration with the client to understand their unique brand identity, marketing objectives, and communication strategies, ensuring that recruited candidates align with the client's vision and goals.

### ***1.3 Specification for the deployed personnel***

1.3.1 The Marketing, Communications and Brand Coordinator should in summary be able to deliver the following services:

- a. Control and update corporate identity (CI) manual guidelines for the brand architecture which governs the usage of the logo stipulating how to apply the logo
- b. Compliance with GFC Policies and Monitoring
- c. Supervising the Creative Design, and Publicity and Stakeholder Relations subfunctions
- d. Coordinate the Film Summit and other special projects;
- e. Provide technical/professional support to the Manager of the Marketing and Communications Business Unit;
- f. Any other duties as assigned by the manager from time to time

### **1.3.2 Essential Requirements for the Post**

Qualification	<ul style="list-style-type: none"> <li>▪ Grade 12</li> <li>▪ Marketing/ Communications degree or Diploma in Marketing and Communications</li> <li>▪ Valid Code 8 Drivers License.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>▪ At least 2 - 3 years of relevant experience in the marketing and communications sector</li> <li>▪ Government and Industry related</li> </ul>

Skills	<ul style="list-style-type: none"> <li>▪ Strong administration skills</li> <li>▪ Communication</li> <li>▪ Interpersonal</li> <li>▪ Customer relations</li> <li>▪ Report writing</li> <li>▪ Project Co-ordination</li> <li>▪ Good command of English and other languages</li> </ul>
Knowledge	<ul style="list-style-type: none"> <li>▪ Computer literacy (MS Office)</li> <li>▪ Understanding of project roll-out marketing, communication, and research</li> </ul>
Abilities	<ul style="list-style-type: none"> <li>▪ Ability to work under pressure</li> <li>▪ Time management: Ability to prioritise and meet deadlines</li> <li>▪ Ability to make reasoned judgements</li> <li>▪ Ability to make sound decisions</li> <li>▪ Ability to work within a team environment</li> <li>▪ Ability to work with a variety of people</li> <li>▪ Willingness to work long or flexible hours</li> </ul>

**2. PERIOD OF PERFORMANCE**

The anticipated period of performance for any contract resulting from this solicitation is expected to commence immediately following the identification of suitable personnel for the role and to conclude on **June 30, 2024**.

**3. COORDINATOR’S RESPONSIBILITIES**

GFC’s communications and Brand coordinator responsibilities will include:

- a. **Defining Objectives:** Clearly define the objectives and goals of the special project.
- b. **Creating a Project Plan:** Develop a detailed project plan outlining the timeline, tasks, resources, and deliverables required to execute the project successfully.
- c. **Budget Management:** Develop and manage the budget for the summit, including allocating funds for venue rental, equipment, catering, marketing, and other expenses.
- d. **Venue Selection and Logistics:** Coordinate the selection of a suitable venue for the summit, considering factors such as capacity, location, amenities, and accessibility. Manage logistical arrangements such as room setup, audiovisual equipment, signage, and transportation.
- e. **Program Development:** Work with stakeholders to develop a compelling program agenda for the summit, including keynote speakers, panel discussions, workshops, screenings, and networking sessions.
- f. **Speaker and Participant Coordination:** Identify and secure speakers, presenters, and participants for the summit, ensuring a diverse and engaging lineup that aligns with the event's objectives.
- g. **Marketing and Promotion:** Develop a marketing and promotional strategy to generate awareness and attract attendees to the summit. Utilize various channels such as social media, email marketing, press releases, and partnerships to reach the target audience.
- h. **Registration and Attendee Management:** Implement a registration process for attendees and manage attendee communications, inquiries, and logistics leading up to the summit. Coordinate onsite registration and check-in procedures.
- i. **Risk Management:** Identify potential risks and develop contingency plans to mitigate them, such as inclement weather, technical issues, or last-minute cancellations.

#### 4. SERVICE PROVIDERS' RESPONSIBILITIES

- The service provider and the deployed personnel undertake to abide by GFC's policies and procedures, Code of Conduct, and service standards whilst working at GFC.

#### 5. BUDGET

Please provide a detailed fee structure delineated on a monthly basis, inclusive of the stipulated Cost-to-Company remuneration of **R 38 091.25** for the personnel set by the GFC.

## 6. COMPLIANCE DOCUMENTS REQUIRED

Note that in terms of National Treasury Regulations, the GFC must request:

- A current SARS Tax Clearance Certificate, kindly include this certificate in your submission. This should be in the original copy and failure to do so will automatically disqualify your submission.
- Up to date BBBEE Certificate and
- Up to date CSD Documents from all its service providers.
- SBD Forms (To be provided by GFC)

## 7. EXPERTISE REQUIRED AND CRITERIA FOR CONTRACT EVALUATION AND AWARD

The evaluation personnel will assess all submissions for the request for proposals based on the following criteria:

- a. **Company Experience:** Demonstrated experience of over 5 years as a recruitment agency.
- b. **Personnel Qualifications:** Inclusion of three CVs of personnel to be deployed to the GFC, showcasing their relevant qualifications and experience.
- c. **Reference Letters:** Submission of at least three reference letters from previous clients or partners, attesting to the agency's performance and professionalism.
- d. **Proof of Experience and Capacity:** Presentation of evidence showcasing the agency's experience, capacity, and successful track record in recruiting for similar roles or industries.
- e. **Cost Proposal:** Provision of a detailed cost proposal outlining the fees and expenses associated with the recruitment services noting the Cost to Company remuneration.
- f. The **80/20** preferential point system as per the [Treasury Framework Act of 2000](#) will be applied, where 80 points will be allocated for price and 20 points for B-BBEE Status as detailed below:
  - BBBEE (Broad-Based Black Economic Empowerment): 10 points maximum

- Specific Groups: 10 points
- Women: 2 points
- Youth: 2 points
- Township Economy: 1 point
- People with Disability: 1 point
- Ownership: 4 points
- 51% and above PDI (Previously Disadvantaged Individuals) ownership: Full 4 point
- One scoring less than 50%: Either 1 or 2 points

## **8. CONTRACTUAL AGREEMENTS**

The GFC will establish a contractual arrangement with the successful applicant based on the criteria outlined above.

There will be one contract between GFC and the successful applicant. The provision of any services by affiliated organisations or subsidiary organisations will be incorporated into that contract.

## **9. SUBMISSION OF PROPOSALS**

**# Proposal submission must be submitted via email to:**

[Naomem@gautengfilm.org.za](mailto:Naomem@gautengfilm.org.za)

# The deadline for submission is **23h59, 08 April 2024**

#For any queries email Naome Mothibi at [Naomem@gautengfilm.org.za](mailto:Naomem@gautengfilm.org.za) or Fika Mathe at [Fikam@gautengfilm.org.za](mailto:Fikam@gautengfilm.org.za)

*NB: Please note that no late proposals will be considered. Proposals received after the above deadline will be recorded with the time and date of receipt.*

## 10. UNAUTHORISED COMMUNICATION

Please note that all communications must be directed through the contact person named in the Terms of Reference unless advised otherwise by the contact person. Unauthorised communication with other staff may lead to disqualification of the Proposal.

### **TORs Approved by:**

Mr Fika Mathe



05/04/24

Corporate Services Executive

Date