

SPECIFICATION – CONSULTANCY: REBOOTING ORGANISATIONAL BRAND

1. SPECIFICATION

The University seeks the services of an experienced brand consultancy to undertake various activities to reboot the MUT brand. The consultant will be required to acquaint themselves with MUT style guide, MUT strategy, and relevant governance documents. Key competencies will include documented capacity-building ambassador programmes in media training and understanding the implementation of paid and earned media.

2. Roles and responsibilities

The roles and responsibilities will include, but not limited to:

- a) Appointing at least five ambassadors to roll out social media, media relations, and web content campaigns.
- b) Appoint a graphic designer who will develop all graphics for the various campaigns suitable for various platforms
- c) Undertaking 4 campaigns to improve brand perceptions and generate goodwill towards MUT.
- d) Undertaking 4 campaigns to showcase accomplishments in research, teaching & learning, and community engagement.

3. Mandatory requirements

To be considered, the quotation should include the following:

- a) Submit at least two references letters indicating experience in conceptualising and rolling out campaigns for a client.
- b) Submit proof of audio and visual campaigns conducted (two of each).



4. Contract duration and payment terms

This is a six-month project with a monthly structured payment plan determined by milestones planned and achieved for each month.

