

MEDIA RELATIONS SERVICES - INVITATION FOR EXPRESSION OF INTEREST

The Institute of Chartered Accountants of Namibia (ICAN) is the professional membership body that represents Chartered Accountants in Namibia. ICAN promotes the interests of its members and the Accounting Profession as a whole. Membership of ICAN is a requirement to use the designation “CA(NAM)”.

The Institute invites ‘**Expression of Interest**’ from interested and suitable organisations with expertise in undertaking media relations services in:

- Increasing the impact and spread of public statements or announcements of the Institute through all media channels.
- Creating a consistent image and brand throughout all media platforms and communication channels, such as Facebook, Twitter, LinkedIn, Instagram, Emails, Newsletters, Adverts, Website, and resource hub.
- Placing of approved content on all media platforms.
- Creating, and regularly updating, interactive email signatures in line with projects and themes.
- Creation of marketing content based on the Institute’s marketing goals.
- Creating a strategy and detailed plan for the distribution of all marketing content over media platforms.
- Regularly reporting on the execution of the marketing strategy and plan.

Eligibility Criteria for application:

1. Agencies / organisations with expertise and experience in digital and social marketing across various platforms.
2. Execution of media contracts in the last two years.
3. The expression of interest should include the hourly rates charged by practitioners / executives and support staff.
4. The expression of interest should include the consultant/firm’s profile and experience in media relations.

Selection process:

The eligible organisation will be evaluated on the basis of its capacity to effectively provide the above services for a period of 3 (three) years, which may be extended further as required by the Institute. The selected organisation will be executing an Agreement with the Institute for the provision of the services as stated above.

Expression of interest must be addressed to:

Head of Secretariat
INSTITUTE OF CHARTERED ACCOUNTANTS OF NAMIBIA
secretariat@ca-nam.com

Closing date: 19 August 2022

Enquiries: Wilna van Tonder, Tel: +264 61 220218, email: wilna@ca-nam.com

Further information relating to the Institute may be obtained from the website www.ican.com.na.