

CCI (previously JHHESA) is looking for a PR agency

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Centre for Communications Impact (previously known as JHHESA) is a section 21 South African entity that uses strategic communication approaches to improve the health and well-being of all South Africans.

As part of this approach CCI develops communication campaigns to provide South Africans with health-related information and to support healthy behaviour. Our two primary brands are Brothers for Life (www.brothersforlife.org) and Zazi (www.zazi.org). Every year several mass media campaigns are run under these brands, primarily through national radio and television. Examples of current campaigns in the public domain include gender-based violence ('Patrick Shai' television campaign), medical male circumcision ('DJ Zonke' radio and television campaign) and contraception ('Gogo' Dual Protection radio and television campaign).

CCI is seeking quotes from an external PR company to assist with the strategic development and implementation of below-the-line communications to support these campaigns, extend their audience reach and ensure that the information contained within them is made accessible to the widest possible audience on all appropriate media platforms. To do this, the PR agency will:

- Assist CCI with the development of a communications strategy for each campaign.
- Assisting with the development of media content for each campaign. This includes press releases, dissemination of individual stories, interviews with health workers, etc.
- Placing campaign materials in appropriate media.
- Securing interviews with campaign spokespeople.
- Collaborating with CCI and its partners to develop and execute content and conversations for each campaign on digital platforms.
- Assist CCI with the alignment of campaigns with appropriate public events (concerts, sports, etc.)
- Mentor CCI personnel to develop media skills and understanding of the media landscape.

Deliverables for each campaign will include:

- A campaign strategy developed in collaboration with CCI.
- A close out report summarizing actions undertaken by the PR agency, copies or references to all published and broadcast materials, and summaries of actual costs.

Please supply the following:

1. Company narrative.
2. Examples of successful PR campaigns.
3. Key staff who will be working on campaign.
4. Reason for interest in CCI and its campaigns, and what the company can add to the current work.
5. Suggested budget for one month's work on one campaign.
6. Three external references.

Please submit these documents at Block D, Equity Park, 257 Brooklyn Road, Brooklyn, 0181.

Deadline for applications: 27 February 2015

For more, visit: <https://www.bizcommunity.com>