



## Call for Consultancy Proposals – **Extended deadline for submission**

### STRATEGIC COMMUNICATION & BRAND AWARENESS STRATEGIST FOR CCBRT HOSPITAL

#### 1. Background

Since its establishment in 1994, Comprehensive Community Based Rehabilitation in Tanzania (CCBRT) has grown to become the largest rehabilitation and disability service provider in Tanzania. Our unique services include ophthalmology, orthopedics and physical rehabilitation, plastics and reconstructive surgery, and maternal, newborn and child health services. As a healthcare social enterprise, CCBRT aims to be the preferred provider of accessible specialized health services in Africa. With a strong presence in the community and an international reputation, CCBRT advocates for the rights of people with disabilities and promotes disability inclusion across Tanzania through education and awareness. Recognizing the challenges in accessing quality health services in both urban and rural parts of Tanzania, we strive to make a significant impact.

As part of rolling out the strategy 2023-2027, CCBRT would like to strengthen its visibility through strategic brand awareness creation that reflects its services, impact, and partnerships.

#### 2. Objectives of the assignment

The core objective of this assignment is to develop a **brand awareness creation strategy and materials** for CCBRT that:

- Confirm alignment of CCBRT's services and development programs with national and international health priorities.
- Communicate CCBRT's unique contribution to the Tanzanian Health System.
- Position CCBRT as a strong and credible partner for the implementation of programs.
- Present unmet needs at the national & regional levels that CCBRT would be able to fill with adequate support.
- Can enhance CCBRT's Financial Sustainability: Develop strategies to improve CCBRT's financial sustainability, such as diversifying revenue streams, optimizing resource utilization, and exploring opportunities for partnerships and collaborations.

The strategy and materials should aim to:



- **Raise Awareness:** Increase awareness about the hospital's mission, services, and impact within its community. This includes educating the public about the healthcare needs the hospital addresses and the resources available to address those needs.
- **Build Trust and Credibility:** Establish the hospital as a trusted healthcare provider known for its quality of care, compassionate approach, and commitment to serving marginalized or underserved populations. This fosters trust among patients, their families, donors, partners, and the wider community.
- **Attract Patients:** Effectively communicate the range of available medical specialties, treatments, and facilities to attract patients and encourage them to utilize the hospital's services. Emphasize the hospital's expertise, state-of-the-art equipment, and patient-centered care approach.
- **Engage Stakeholders:** Engage with various stakeholders, including donors, volunteers, staff, government agencies, and partner organizations, to foster collaboration, support, and advocacy for the hospital's mission and initiatives. This involves communicating updates, success stories, and opportunities for involvement to keep stakeholders informed and engaged.

### 3. Scope of work

The scope of the assignment will include:

- Assess industry trends, regulations, and the competitive landscape that affect CCBRT's positioning.
- Understand the strategic plan components and work with executive management to refine the concepts for different audiences.
- Work closely with the Resource Mobilisation and Marketing & Communications teams to understand existing communication practices and branding guidelines.
- Develop the CCBRT brand awareness strategy to help CCBRT position as the credible, affordable, trusted leader in the country, including but not limited to:
  - Set goals and objectives
  - Formulate a detailed action plan with timelines, responsibilities, and resource requirements for implementing the strategic objectives.
  - Identify effective communication techniques and tools;
  - Develop key messages that effectively speak to the target audience;
  - Provide guidelines to ensure synchronization of creative, graphic, and data assets, social media, and overall content production
  - Indicators and tools that can measure the impact of the brand awareness creation
- Translate CCBRT strategic plan 2023-2027 into a branding tool to share with relevant stakeholders.
- To train identified CCBRT staff members on how to implement the strategy and communicate with different stakeholders.



## 4. Outputs / Deliverables

The consultant is expected to deliver the following:

1. Market Analysis report on stakeholder mapping about communication needs and competition
2. CCBRT Brand awareness strategy
3. Action plan with timelines, responsibilities, and resource requirements for implementing the strategic objectives.
4. Presentable and appealing format of CCBRT Strategy 2023-2027
5. Branding Approach and Communications Tools:
  - Messaging and storyline are used to communicate CCBRT's work effectively using different forms of communication.
  - Conceptualized formal and informal messages that distinguish CCBRT from its competitors.
  - Appropriate messaging for various multi-media channels such as print, web, and social platforms.
  - Effective go-to-market message strategies that drive positioning and help position CCBRT as the hospital of choice
  - Portfolio of approaches to engage various stakeholders effectively
6. Training report and capacity assessment

## 5. Timeline

The whole assignment, including the delivery of the final documents, is expected to start immediately after the signing of the contract.

## 6. Payment

The consultant will be paid per the CCBRT consulting policy, which stipulates 30% upon submission of the agreeable deliverables as per the implementation plan and 70% upon successful completion and acceptance of the final products.

The professional fee shall be subject to a 5% withholding Tax deduction for local registered consultants or companies and 15% for international companies (30% for individuals operating as individuals).

## 7. Submission of proposal

Interested consultants (or consulting companies) should submit a detailed technical plan (approach and implementation plan) in combination with a financial proposal based on the following requirements:

1. The service provider must be a qualified individual with the following:

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Email: [communications@ccbtrt.org](mailto:communications@ccbtrt.org) • Facebook: [www.facebook.com/ccbtrtz](https://www.facebook.com/ccbtrtz)  
Twitter: [@CCBRTTanzania](https://twitter.com/CCBRTTanzania)

Represented in the USA by:



**Patron:** Hon. Dr. Tulia Ackson, Speaker of the National Assembly of Tanzania • **President:** Dr. W. Slaa



- at least 8+ years of writing and editing **strategic content** in a corporate environment for various formats and channels with a proven track record of notable successes.
- Demonstrated prior experience developing effective branding strategies, ideally in the healthcare industry.
- Good understanding of the Tanzanian context.
  
- Knowledge of best-practice content publishing technologies and emerging technologies is an added advantage
- Strong editorial background and proofreading skills
- Impeccable written, verbal, and influencer communication skills (English and Swahili)
- The service provider must be available to start the assignment ASAP and be able to provide the highest priority

2. The proposal must include the following documents:

- a short technical proposal on interpreting objectives, proposed methodology, work plan, and timeline.
- A related financial proposal (in TZS) that includes all costs for delivering the required outputs.
- CV of the service provider, including physical address, telephone number, and email address
- Copy of ID
- TIN certificate of the service provider, if applicable.
- If registered with BRELA, company license and company TIN are to be provided
- Portfolio that provides examples of written and published pieces.
- At least two names of references for similar work conducted

### How to submit proposals

The proposal must be submitted:

- Digitally via:  
**CCBRT – Executive Assistant**  
[lenny.madoffe@ccbrt.org](mailto:lenny.madoffe@ccbrt.org)

Any questions should be addressed to the same email address.

The deadline for submitting the proposals is Friday, 31<sup>st</sup> May 2024, at **4.00 PM**.

**IMPORTANT:** PROPOSALS SUBMITTED AFTER THE DEADLINE WILL NOT BE ACCEPTED, REGARDLESS THE REASONS FOR THE DELAY.