TERMS OF REFERENCE (TOR) FOR ENGAGEMENT OF A SOCIAL MEDIA CONSULTING FIRM TO MANAGE AND GROW TANZANIA MORTGAGE REFINANCE COMPANY LIMITED (TMRC) SOCIAL MEDIA PAGES

1.0 BACKGROUND

Tanzania Mortgage Refinance Company Limited (TMRC) is a private-sector financial institution established to support banks and financial institutions to undertake mortgage lending by refinancing and pre-financing primary mortgage lenders' mortgage portfolios. TMRC is a mortgage liquidity facility designed to support long-term mortgage lending activities by primary mortgage lenders. TMRC was established in 2011 with support from the Government of Tanzania and the World Bank, with the initial aim of supporting member banks to extend long-term mortgage loans to the public through the provision of long-term funds (www.tmrc.co.tz).

TMRC is seeking the services of an experienced social media consulting firm to manage, grow, and strengthen the company's social media pages in line with TMRC's mandate, brand values, stakeholder engagement needs, and strategic communication objectives. The assignment shall cover content planning, content creation, platform management, community engagement, event coverage, paid campaigns where required, compliance, monitoring, reporting, and reputation management across all approved TMRC social media channels.

2.0 OBJECTIVE

The selected firm will be responsible for developing and executing a comprehensive, data-driven social media strategy that enhances TMRC's online presence, promotes public understanding of mortgage refinancing and housing finance, supports stakeholder engagement, drives awareness of TMRC products and initiatives, and protects the company's reputation across all approved social media platforms.

3.0 SCOPE OF THE ASSIGNMENT

The selected firm will be responsible for the comprehensive management of TMRC's social media presence. The assignment will include strategic planning, content development, page optimization, audience engagement, campaign management, event coverage, analytics, issues escalation, and continuous improvement of TMRC's digital communication. The key tasks shall include, but are not limited to, the following:

3.1 SOCIAL MEDIA STRATEGY DEVELOPMENT

- Develop a cohesive, data-driven social media strategy tailored to TMRC's mandate as a mortgage liquidity facility and secondary market financial intermediary supporting long-term housing finance in Tanzania.
- Align the strategy with TMRC's corporate communication, stakeholder engagement, brand visibility, financial literacy, housing finance awareness, and reputation management goals.
- Identify and segment TMRC's priority audiences, including member banks and non-bank financial institutions, potential investors, development partners, government and regulatory stakeholders, media, housing finance stakeholders, and the general public.

3.2 CONTENT CREATION AND SCHEDULING

- Design and produce engaging, relevant, accurate, accessible, and brand-aligned content for TMRC, including graphics, captions, short videos, reels, infographics, event posts, educational posts, announcements, testimonials, and thought-leadership content.
- Prepare and maintain monthly content calendars showing platform-specific messages, captions, creative concepts, hashtags, posting dates, approval timelines, and campaign objectives.
- Adapt content for each platform to maximize reach, engagement, clarity, and relevance, while ensuring consistent TMRC branding and approved messaging across all social media pages.

3.3 COMMUNITY MANAGEMENT

- Monitor and manage interactions on all TMRC platforms, including comments, messages, mentions, tags, reviews, and inquiries, while maintaining a professional and responsive tone.
- Respond to approved categories of public inquiries in a timely manner using TMRC-approved responses and escalate technical, sensitive, complaints-related, media, regulatory, or reputational matters to the designated TMRC focal person

- Maintain a query, comment, and escalation log showing date received, platform, issue category, action taken, responsible party, and closure status.

3.4 SOCIAL MEDIA ADVERTISING (OPTIONAL/IF REQUIRED)

- Plan and execute targeted social media advertising campaigns, where approved by TMRC, to increase awareness, reach, engagement, stakeholder participation, event visibility, and campaign performance.
- Ensure all paid campaigns are aligned with TMRC's approved budgets, target audiences, communication objectives, and applicable platform policies.
- Optimize campaign performance through audience targeting, creative testing, monitoring, and post-campaign analysis, and provide clear recommendations for future improvement.

3.5 PERFORMANCE MONITORING AND REPORTING

- Track and analyze key performance indicators, including audience growth, reach, impressions, engagement rate, profile visits, link clicks, video views, follower quality, sentiment, response time, campaign performance, and content effectiveness.
- Provide monthly and quarterly performance reports with insights, trends, risks, lessons learned, recommendations, upcoming content priorities, and evidence of completed activities.

3.6 PLATFORM MANAGEMENT

- Manage TMRC's existing and approved social media accounts, including but not limited to:
    - ✓ Facebook
    - ✓ Twitter (X)
    - ✓ LinkedIn
    - ✓ Instagram
    - ✓ YouTube
- Recommend any additional platforms, tools, or page optimization improvements that align with TMRC's target audiences, communication objectives, risk considerations, and available resources.

3.7 COORDINATION AND COLLABORATION

- Maintain regular communication with TMRC's internal team and obtain approvals before publishing content, responding to sensitive issues, launching campaigns, or making major platform changes.

- Attend TMRC events where required, capture high-quality photos and videos, prepare real-time or post-event content, and submit brief event coverage reports with selected visuals.
- Attend scheduled check-in meetings, either virtually or in person, to review performance, agree on upcoming priorities, address challenges, and align messaging with TMRC's corporate communication calendar.
- Collaborate with TMRC staff and other service providers, where applicable, to ensure consistency across corporate communications, events, media relations, website updates, campaigns, and stakeholder engagement activities.

3.8 GOVERNANCE, COMPLIANCE, AND RISK MANAGEMENT

i. Develop and apply a simple social media governance framework covering content approval, brand use, tone of voice, response protocols, escalation procedures, account access, confidentiality, data protection, and crisis communication.
ii. Ensure that all content and engagement activities comply with TMRC policies, applicable laws and regulations, platform rules, intellectual property requirements, and ethical communication standards.
iii. Protect TMRC's reputation by monitoring potential misinformation, negative sentiment, reputational risks, impersonation, and emerging issues, and escalating them promptly with recommended response actions.

3.9 KEY DELIVERABLES AND EXPECTED OUTPUTS

i. Inception report and implementation work plan.
ii. Social media strategy and platform-specific action plan.
iii. Monthly content calendars and approved creative concepts.
iv. Designed and published social media content across approved platforms.
v. Community engagement, inquiry, and escalation logs.
vi. Event coverage materials, including edited photos, short videos, captions, and post-event summaries where applicable.
vii. Monthly performance reports and quarterly analytical reports with recommendations.
viii. Final assignment report summarizing achievements, lessons learned, account status, content archive, and recommendations for continuity.

4.0 GENERAL TERMS AND CONDITIONS

During the entire period of the engagement, the selected social media consultant shall provide services to TMRC in accordance with the requirements of this assignment. In providing services to TMRC, the selected consultant shall:

i. Ensure to the best of their reasonable endeavors the highest professional standards and exercise all due care, skill, and competence.
ii. Ensure that the services provided shall be to the satisfaction of TMRC and the requirements of the assignment.
iii. Render the services in a proper and timely manner.
iv. Comply with the relevant laws and TMRC policies in providing the services.
v. Ensure that all reports and documents prepared during the assignment are treated as TMRC property.
vi. Ensure that the reports/documents or any part thereof are not used and reproduced in any manner without the prior written approval of TMRC; and
vii. Adhere to any additional terms and conditions as shall be mentioned in the consultancy agreement.

5.0 CONSULTANT FIRM'S QUALIFICATIONS AND EXPERIENCE

1. More than eight (8) years of relevant experience in digital communications, social media management, strategic communications, public relations, brand management, or stakeholder engagement.
2. Demonstrated experience in developing and implementing integrated digital and social media strategies for corporate, financial sector, development, public sector, or regulated institutions.
3. Experience in preparing social media guidelines, content calendars, campaign plans, reporting dashboards, crisis communication protocols, and digital brand manuals.
4. Proven capacity to create high-quality written, visual, photographic, and video content suitable for Facebook, X, LinkedIn, Instagram, YouTube, and other approved digital channels.
5. Experience with Facebook, Instagram, LinkedIn, and YouTube Insights.

viii. Ability to manage assignments effectively – consistently ensuring timeliness and quality of work with minimum supervision.
ix. Ability to maintain confidentiality, being a detail-oriented, organized, critical thinker, strong

analytical skills, manage assignments effectively –consistently ensuring timeliness and quality of work with minimum supervision; and

x. Excellent communication, organizational, and analytical skills.

6.0 SUBMISSION OF PROPOSAL

Interested firm should submit:

- A proposal outlining their approach to the assignment.
- Profiles of team members who will be involved in the assignment.
- References from similar assignments carried out previously.
- A financial proposal detailing fees and any additional costs.
- A proposed implementation schedule, content approval workflow, reporting format, and proposed key performance indicators.

Consultancy Proposals should be delivered applied online via the TMRC Procurement Portal not later than 1200hrs on 7th September 2026 to the address below:

The Chief Executive Officer
Tanzania Mortgage Refinance Company Limited
P.0 BOX 7539
Dar es Salaam.

ATTN: Head of Human Resources and Corporate Communications

NOTE

In case of any technical challenges on the procurement portal on the URL address below *https://eprocurement.tmrc.co.tz/* kindly contact the below.

Email : sofia.sufiani@tmrc.co.tz
Phone: **+255(0) 743 637 980**

Email: jmlimbilah@tmrc.co.tz
Phone: **+255(0) 757 858289**

7.0 BID OPENING

A consulting firm that wishes to participate in the bid opening should indicate in the email the names and email addresses of the participants to the procurement@tmrc.co.tz