



TERMS OF REFERENCE FOR ENGAGEMENT OF A SOCIAL MEDIA CONSULTING FIRM TO MANAGE MEDIA PAGES FOR TANZANIA MORTGAGE REFINANCE COMPANY SOCIAL

1.0 BACKGROUND

Tanzania Mortgage Refinance Company Limited (TMRC) is a private-sector financial institution with the sole purpose of supporting banks and financial institutions to do mortgage lending by refinancing and pre-financing Primary Mortgage lenders' mortgage portfolios. It is a mortgage liquidity facility designed to support long-term mortgage lending activities by Primary Mortgage Lenders. TMRC's operation model was adopted from other successful liquidity facilities. 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 external firm to manage the company's social media pages.

2.0 OBJECTIVE

The selected firm will be responsible for developing and executing a comprehensive social media strategy that enhances TMRC's online presence, engages the audience, and aligns brand values.

3.0 Scope of the Assignment

The selected firm will be responsible for the comprehensive management of TRMC's social media presence. The assignment will include, but not be limited to, the following key tasks:

3.1 Social Media Strategy Development

- Develop a cohesive and data-driven social media strategy tailored to TRMC's objectives.
- Align the strategy with the company's overall communication and marketing goals.

3.2 Content Creation and Scheduling

- Design and produce engaging, relevant, and brand-aligned content (graphics, text, video, etc.).
- Maintain a consistent posting schedule across all active platforms.
- Adapt content for each platform to maximize impact and engagement.

3.3 Community Management

- Monitor and manage interactions on all platforms, including comments, messages, and mentions.
- Engage with the audience in a timely and professional manner.
- Escalate issues or inquiries to the appropriate TMRC team when necessary.

3.4 Social Media Advertising (Optional/If required)

- Plan and execute targeted social media advertising campaigns to boost reach, engagement, and conversions.
- Ensuring social media presence and branding are consistent and cohesive across all platforms
- Optimize ad performance and manage allocated budgets efficiently.

3.5 Performance Monitoring and Reporting

- Track and analyse key performance metrics (reach, engagement, growth, conversions, etc.).
- Provide monthly and quarterly performance reports with insights and recommendations for improvement.

3.6 Platform Management

- Manage TRMC's existing social media accounts, including but not limited to:
 - Facebook
 - Twitter (X)
 - LinkedIn
 - Instagram
 - YouTube
- Recommend any additional platforms that align with TRMC's target audience and goals.

3.7 Coordination and Collaboration

- Maintain regular communication with TRMC's internal team.
- Attend on various TMRC events, take pictures, record and share a report
- Attend scheduled check-in meetings (virtually or in-person).
- Collaborate with other vendors, if applicable, to ensure brand consistency across channel

4.0 TIME FRAME

The engagement shall be for a period of one year commencing on 11th June 2025 and concluding on 10th June 2026 key milestones will be agreed upon at the inception of the engagement.

5.0 GENERAL TERMS AND CONDITIONS

During the entire period of the engagement, the selected social media consultant is required to provide services to TMRC. 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.

6.0 CONSULTANT FIRM'S QUALIFICATIONS AND EXPERIENCE

- i. More than eight (8) years of relevant experience in digital, social media and communications.
- ii. Demonstrated experience in mobilizing and engaging online audiences through integrated digital and social media strategies.
- iii. Experience in developing guidelines, manuals, etc related to social media.
- iv. Experience with creating and executing social media advertising.
- v. Experience with Facebook, Instagram, LinkedIn, and YouTube Insights.
- vi. Ability to manage assignments effectively – consistently ensuring timeliness and quality of work with minimum supervision.

- vii. 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
- viii. Excellent communication, organizational, and analytical skills.

7.0 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.

Consultancy Proposals should be delivered applied online via the TMRC [Procurement Portal](#) not later than 1700hrs on 10th June 2025 to the address below:

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

ATTN: Head of Human Resources and Corporate Communications

N.B

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**

8.0 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