National Credit Regulator

THE NATIONAL CREDIT REGULATOR

NOVEMBER 2026

TERMS OF REFERENCE (TOR) FOR THE APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE SOCIAL MEDIA TRAINING TO THE NATIONAL CREDIT REGULATOR (NCR) EMPLOYEES)

RFQ: NCR1066.11.2026

DUE DATE: 03 DECEMBER 2026 AT 11H00 SHARP CAT

EMAIL YOUR SUBMISSION TO: rmaleka@ncr.org.za

COPY: procurement@ncr.org.za

PART A- GENERAL TERMS OF CONDITIONS (SCM)

1. General Information for Bidders

The National Credit Regulator (NCR) was established in terms of section 12(1) of the National Credit Act, Act 34 of 2005 and came into being on 1 June 2006.

The NCR will determine which bidding organisation ("bid participant"), if any, is appointed in response to this request for submission for the appointment a service provider for social media training.

General Terms

This tender is issued in terms of the Public Finance Management Act 1 of 1999 (PFMA), the Preferential Procurement Policy Framework Act 5 of 2000 (PPPFA), the Preferential Procurement Regulations, 2001/2022 (PPR), Supply Chain Management Regulations issued by the National Treasury and BBBEE Act.

Parties that wish to submit proposals are required to indicate that they are willing to accept the General Conditions and Procedures of the NCR (Annexure B and B.1 that can be downloaded from NCR website - https://www.ncr.org.za/index.php/procument/tender-standard-bidding-documents/general-terms-conditions). **Please read this document carefully and confirm your agreement to the terms prior to submitting your proposal.**

2. The Proposal Format

- **Economy of proposal preparation**

  The proposal should be prepared simply and economically, providing a straightforward and concise description of the bid participant's ability to meet the requirements of the proposal request.

  Clear factual responses are required. The content of the proposals shall determine the merit of each participant, not brochures or other marketing material. To facilitate the review of proposals, participants are required to organise their responses according to the format presented below. Should a participant wish to provide additional information, that information should be referred to and provided in a file of annexure.

3. Validity of proposals

The proposals must include a statement as to the period for which the proposal remains valid. The proposal must be valid for at least sixty (60) days from the due date for the submission of all bids.

4. **Number of proposals**

Each bid participant must email 1 their entire proposal, including all the documentation referred to in Section 7 below, in the format specified in that section. All submitted proposals will become the property of the NCR and will not be returned. The proposal must be signed and dated in black ink by the bidder or authorized representative of the bidder and initialled on each page.

5. Submission of proposals

5.1. Proposals must reach the offices of the NCR before 11:00 AM on 03 December 2026, and must be emailed to rmaleka@ncr.org.za , procurement@ncr.org.za

a) RFQ No: NCR1066.11.2026

TERMS OF REFERENCE TO APPOINT SERVICE PROVIDER FOR SOCIAL MEDIA TRAINING TO THE NATIONAL CREDIT REGULATOR (NCR) EMPLOYEES

CLOSING DATE: 03 DECEMBER 2026 AT 11H00 AM,

5.2 Please note that this RFQ closes punctually at 11h00 on 03 December 2026. No late submissions will be considered under any circumstances.

5.3 All the documentation referred to in Section 7 below must be submitted. Failure to submit all the documentation referred to in this section may result in a submission being discarded and not considered for evaluation.

5.4 If responses are not delivered as stipulated in this Section 5.1, such responses will be considered **"late"** and will not be considered for evaluation.

5.5 The NCR shall not disclose any details pertaining to the responses received, to any other participant, as this is regarded as confidential information.

5.6 Submissions must not contain documents relating to any RFQ other than the one referred to in this RFQ.

5.7 The responses to the RFQ will be opened as soon as is practical after the expiry of the time advertised for receiving them.

5.8 After the evaluation process is completed, the Evaluation Committee may, prior to making a final selection, draw up a shortlist of participants and require them to make a detailed presentation to the Evaluation Committee. A minimum of 2 days' notice will be given to relevant participants in advance of the presentation date.

6.Timetable

Date & time	Activity
26/11/2026	Issue RFQ document
03/12/2026	Closing date
04/12/2026	Evaluations
15/12/2026	Appointment of a supplier

The National Credit Regulator reserves the right to determine the structure of the process, the right to determine the number of short-listed participants, the right to withdraw from the proposal process, and the right to change this timetable at any time without notice.

7. Documentation to be submitted.

Document that must be Submitted	**Guideline**		**Consequence of non-submission**
Invitation to Bid – SBD 1	Yes	Complete and sign the supplied pro forma document	Disqualification from process
Tax status SBD 1	Yes	Written confirmation that SARS may on an ongoing basis during the tenure of the contract disclose the bidder's tax compliance status.Proof of Registration on the Central Supplier Database Vendor number	Disqualification from process

Document that must be Submitted	Guideline		Consequence of non-submission
Declaration of Interest – SBD 4	Yes	Complete and sign the supplied pro forma document	Disqualification from process
Preference Point Claim Form – SBD 6.1	Yes	Non-submission will lead to a zero (0) score on Specific goals	Zero points awarded for specific goals
Registration on Central Supplier Database (CSD)	Yes	The Service Provider must be registered as a service provider on the Central Supplier Database (CSD). If not registered, to complete the registration of company prior to submitting the proposal. Visit https://secure.csd.gov.za/ to obtain your vendor number starting with MAAA. Submit proof of registration.	Disqualification from process
Acceptance of the General Terms and Conditions	Yes	https://www.ncr.org.za/index.php/document/tender-standard-bidding-documents/general-terms-conditions	Disqualification from process

8.Evaluation Criteria

Proposals will be evaluated on the 80/20 preference points scoring system: that is, 80% of the points awarded will be based on price, as indicated in the table below; and 20% of the points awarded will be based on specific goals, allocated as indicated in the table below:

B-BBEE status level of contributor	Specific goals	Price
Total maximum points	20	80

The points system is outlined for the 80/20 to address the preferential procurement as followed:

8.1 SMME's which are owned by Black people.

SPECIFIC GOAL	ACHIEVEMENT LEVEL	TOTAL NUMBER OF
Persons historically disadvantaged on the basis of race	81%- 100% black ownership	7
	51% - 80% black ownership	5
	31% - 50% black ownership	3
	0 – 30% black ownership	1

8.2 SMME's which are owned by People with disability

SPECIFIC GOAL	OWNERSHIP LEVEL	POINTS
Persons historically disadvantaged on the basis of disability	50 %- 100% owned by persons living with disabilities	3
	30% - 49% owned by persons living with disabilities	2
	0 – 29% owned by persons living with disabilities	1

8.3 SMME's which are owned by Women.

SPECIFIC GOAL	ACHIEVEMENT LEVEL	POINTS
Persons historically disadvantaged on the basis of gender – Women	81% - 100% owned by women	7
	51% - 80% owned by women	5
	31% - 50% owned by women	3
	0 – 30% owned by women	1

8.4 SMME's which are Youth owned business.

SPECIFIC GOAL	OWNERSHIP LEVEL	POINTS
Persons historically disadvantaged based on age	50%- 100% owned by persons who are	3
	30% - 49% owned by persons who are	2
	0 – 29% owned by persons who are	1

9. Evidence for specific goals

PROOF OF EVIDENCE TO SCORE SPECIFIC GOALS POINTS

EVIDENCE	YES	NO	ATTACH EVIDENCE (indicate a page)
Share certificate			
ID Copies stamped by the commissioner of oath			
Sworn affidavits			
BBBEE certificates			
Proof of disability			
CIPC Documents			

NB: Bidders will only score points based on the evidence submitted.

10. Reporting of fraud and corruption

The National Credit Regulator management is commitment to transparency, integrity, and accountability, as described in our Code of Conduct and business principles. Which led to the establishment of the Ethics Line. The Ethics Line seeks to provide an independent and comprehensive service through enhanced anonymity assurance and a wide range of communication channels. Bidders and members of the public are encouraged to use the following toll-free line to report any misconduct relating procurement activities amongst others.

Fraud / Anti-Corruption Hotline

Report any incidents of wrongdoing to the KPMG Ethics Line

0800 20 53 17 (Toll Free)

TERMS OF REFERENCE (TOR) FOR THE APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE SOCIAL MEDIA TRAINING TO THE NATIONAL CREDIT REGULATOR (NCR) EMPLOYEES

1. INTRODUCTION

The National Credit Regulator (NCR) is responsible for regulating the South African credit industry and promoting a fair, transparent and accessible credit market. Effective communication with consumers, credit industry stakeholders, government, the media and other stakeholders is an important component of the NCR's mandate.

The rapid growth of digital communication and social media has significantly changed how public institutions communicate and engage with their stakeholders. Social media platforms provide the NCR with an opportunity to disseminate consumer education information, communicate regulatory developments, promote awareness campaigns, respond to public enquiries, manage reputational risks and strengthen stakeholder engagement amongst other.

2. BACKGROUND

The NCR is preparing to implement and operationalise its Social Media accounts. The Education and Communications team will play a central role in managing the NCR's official social media platforms, developing and publishing content, monitoring online conversations, engaging with stakeholders and supporting the organisation's digital communication objectives.

The NCR, therefore, intends to appoint a suitably qualified and experienced service provider to provide social media training to the Team.

3. OBJECTIVE

The objectives of this Terms of Reference are to outline the requirements for the appointment of a suitably qualified service provider to provide practical, and hands-on social media training to the NCR Team.

The training should equip the team with the knowledge, skills, tools and practical competencies required to effectively manage, develop and implement the NCR's social media communication activities. The training must be aligned with the NCR's institutional mandate, Social Media Policy, communication objectives, corporate brand identity and in a public-sector operating environment.

3.1 The objectives of the training are to:

- Strengthen the NCR Communications Team's social media knowledge, skills and capabilities.
- Equip the team with practical skills to manage the NCR's official social media platforms effectively.
- Improve the development of engaging, accurate, accessible and audience-focused social media content.
- Strengthen the team's ability to develop and implement social media strategies and content management.
- Enhance community management, stakeholder engagement and response capabilities.
- Strengthen the team's ability to monitor social media conversations, trends and emerging reputational risks.
- Develop the team's capacity to manage social media-related incidents and reputational crises.
- Improve the use of social media analytics and insights to measure communication performance.
- Promote compliance with relevant legislation, policies and ethical requirements when managing social media.

4. SCOPE OF THE TRAINING

The appointed service provider will be required to deliver a five (5) days physical social media training in Midrand, Johannesburg for ten (10) NCR Education and Communications team. The training outline should cover the following areas:

4.1 Social Media Planning

- Identifying appropriate platforms for different communication objectives.
- Developing an institutional social media planning.
- Defining social media objectives and target audiences.
- Developing social media campaigns.
- Developing content pillars and themes.
- Developing social media content calendars.
- Understanding social media trends and audience behaviour.

4.2 Social Media Platform Management

The Training should on the effective management and use of the following social media platforms:

- Facebook;
- WhatsApp Public Channel;
- LinkedIn
- TikTok;
- YouTube;
- Instagram;
- LinkedIn; and
- X

4.3 Content Development and Content Creation

- Social media copywriting.
- Storytelling for social media.
- Writing effective headlines, captions and calls to action.
- Creating short-form video content.
- Developing graphics and visual content.
- Using photographs, infographics, carousels, Reels and other relevant formats.
- Adapting institutional information for different social media platforms.
- Developing content that is clear, engaging and audience friendly.
- Use of appropriate hashtags, keywords and tagging.
- Content optimisation for different social media platforms.

4.4 Brand, Tone and Institutional Voice:

- Application of the NCR's corporate identity consistently across social media platforms.
- Developing an appropriate institutional tone of voice.
- Communicate complex regulatory information in simple and understandable language.
- Maintain professionalism and credibility.
- Balance authoritative regulatory communication.
- Ensure consistency across different platforms and content formats.

4.5 Community Management and Stakeholder Engagement

- Managing comments and direct messages.
- Responding to consumer, stakeholder, and media enquiries.
- Managing positive and negative comments.
- Identifying legitimate complaints versus general enquiries.
- Managing misinformation and misleading information.
- Escalating complex matters to the appropriate NCR departments.
- Establishing response protocols.
- Managing controversial online conversations.
- Building online communities and stakeholder relationships**.**

4.6 Social Media Monitoring

- Social media monitoring and tracking.
- Identifying emerging issues and trends.
- Monitoring conversations relating to the NCR.
- Identifying potential reputational risks.
- Tracking consumer sentiment.
- Identifying misinformation, scams and fraudulent use of the NCR's name or identity.
- Developing social media monitoring reports.
- Escalation of high-risk matters.

4.7 Crisis and Reputation Management

- Social media crisis identification.
- Crisis escalation procedures.
- Responding to reputational threats.
- Handling negative publicity online.
- Managing viral posts and misinformation.
- Responding to complaints and sensitive issues.
- Coordinating social media communication during a crisis.
- Roles and responsibilities during social media incidents.
- Drafting appropriate crisis responses.

4.8 Social Media Analytics and Performance Measurement

- Understanding platform analytics.
- Reach and impressions.
- Engagement rates.
- Follower growth.
- Video views and watch time.
- Click-through rates.
- Audience demographics.
- Content performance.
- Sentiment and engagement trends.
- Campaign performance.
- Developing monthly and quarterly social media reports.
- Using analytics to improve future content and campaigns.

4.9 Social Media Advertising and Campaign Management

- Paid versus organic social media.
- Social media advertising principles.
- Audience targeting.
- Campaign objectives.
- Campaign budget considerations.
- Boosted posts and paid campaigns.
- Measuring campaign effectiveness.
- Basic optimisation of social media campaigns.

4.10 Legal, Ethical and Policy Compliance

- Protection of personal information and privacy.
- POPIA considerations.
- Copyright and intellectual property.
- Defamation and reputational risks.
- Use of third-party photographs and content.
- Appropriate use of official and personal social media accounts.
- Avoidance of discriminatory, offensive or inappropriate content.
- Record keeping requirements.

5. Mandatory Technical Criteria

a) Bidders must meet all the following criteria to be considered for further evaluation. Failure to meet all the following criteria will lead to automatic disqualification:

Table 1 - Mandatory Technical Criteria

Mandatory Technical Criteria	**Comply**	**Not Comply**	**Cross Reference /Comments** **(Bidder to complete this column)**
The Bidder must submit a minimum of three (3) reference letters as proof that they provided social media training to their respective clients in the last five (5) years. • Reference letters (company letterhead) must include durations, training scope, name of the organization, contact person and details. Reference letters must be related to social media training. • NCR will not accept any letter that is not relevant to the social media training.			

The Bidder must be a recognised training institution or training service provider in South Africa. • A recognised/or registered professional body/or institution for Communications, Media or Public Relations • The written confirmation must be on a company letterhead, provide accreditation name, registered number, and signed by the duly authorised representative of the Bidder.			
Bidder must provide proof that the training facilitator has either of the following qualifications: B. Degree and higher in communications, marketing, digital media, journalism or public relations with more than 5 years training experience and knowledge in social media platforms. • Provide CV of the training facilitator, including qualifications and proof of professional body accreditation certificate.			
Bidder must be able to provide the NCR team with social media training for the following platforms Facebook, WhatsApp Public Channel, TikTok, LinkedIn, YouTube, Instagram, and X social media platforms. • The written confirmation must be on a company letterhead and signed by the duly authorised representative of the Bidder.			

The Bidder must have completed three social media trainings for corporate, government, regulatory or public-sector organisations or institutions organisations or institutions within the past five (5) years. • Provide an outline of the three social media trainings provided, and certificate of attendance issued to attendees.			
Substantiate / Comments			

b) In their responses, Bidders must state whether they comply or do not comply with each of the requirements above and provide a comment substantiating their claim or provide a cross reference where in the proposal they address this requirement.

c) If a Bidder does not comply with any requirement in the mandatory criteria, they will be disqualified and will not be considered for further evaluation.