



**REQUEST FOR TENDER/QUOTE
FOR**

**THE APPOINTMENT OF A SERVICE PROVIDER TO PERFORM THE NADA SOCIAL MEDIA PLATFORM MANAGEMENT AT
THE RETAIL MOTOR INDUSTRY ORGANISATION FOR A PERIOD OF 3 YEARS.**

**Retail Motor Industry Organisation
P.O. Box 2940 RANDBURG
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TENDER/QUOTE: NADA-Social Media

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1. INTRODUCTION

RMI seeks to appoint a professional service provider to perform the management of the NADA Social Media platforms, in line with the scope outlined in the Terms of Reference or another tender/quote document. This describes the objectives, scope of work requirements, deliverables, roles and responsibilities, and time frame for this project.

2. BACKGROUND

The Retail Motor Industry Organisation is an Employers' Organisation as defined in terms of section 96(7)(a) of the Labour Relations Act, 1995.

The National Automobile Dealers' Association (NADA), a constituent association of the Retail Motor Industry Organisation (RMI), represents franchised motor vehicle dealers across South Africa and serves as the authoritative voice of the retail motor industry. As part of its mandate, NADA actively advocates for professional standards, ethical conduct, consumer trust, and sustainable industry growth.

In recent years, NADA has adopted a more strategic and targeted communications approach, resulting in improved visibility, message consistency, and stakeholder engagement across multiple media channels. This shift has reinforced NADA's position as a trusted industry leader and has established a strong foundation for further digital expansion. Social media platforms have become an increasingly important channel for communicating with members, engaging key stakeholders, shaping industry narratives, and amplifying NADA's advocacy, research, events, and public-interest initiatives.

As the digital media landscape continues to evolve, effective social media management requires consistent messaging, content planning, platform optimisation, and real-time engagement. NADA therefore seeks to appoint a suitably qualified and experienced service provider to professionally manage its social media platforms, ensuring alignment with the association's brand, governance standards, and long-term strategic objectives. This appointment will support NADA's commitment to value-centric communication, sector leadership, operational excellence, and brand reputation.

3. PURPOSE AND OBJECTIVE

Purpose

The purpose of this Request for Quotation (RFQ) is to appoint a suitably qualified and experienced service provider to manage and support NADA's official social media platforms in a professional, strategic, and consistent manner. The appointment aims to strengthen NADA's digital presence, enhance stakeholder engagement, and ensure the effective communication of NADA's activities, advocacy positions, initiatives, and events through social media channels.

Objectives

- To ensure consistent, high-quality, and professional management of NADA's social media platforms in line with the association's brand and communications standards.
- To increase awareness of NADA's role, mandate, and value proposition among members, industry stakeholders, and the broader public.
- To support NADA's advocacy, research outputs, training initiatives, events, and campaigns through targeted social media communication.
- To enhance engagement with members and stakeholders by delivering relevant, timely, and informative content.
- To protect and enhance NADA's reputation by ensuring responsible, ethical, and well-governed use of social media platforms.
- To provide regular performance monitoring, reporting, and insights to inform continuous improvement of NADA's digital communications.
- To align social media activity with NADA's strategic objectives relating to sector leadership, operational excellence, and brand positioning.

4. INVITATION TO TENDER/QUOTE

Tenders are hereby invited to provide RMI with a quotation and project plan for the management of the NADA Social Media platforms. Closing date for tenders/quotes is 15 June 2026 at 12:00 and should be sent to:

Ashley Samuel - ashley.samuel@rmi.org.za

5. SCOPE OF WORK

The appointed service provider will be responsible for the professional, strategic, and day-to-day management of NADA's official social media platforms in alignment with NADA's brand, governance standards, communications strategy, and strategic objectives.

5.1. Strategic Planning and Alignment

- Develop a social media management approach aligned to NADA's strategic objectives, advocacy priorities, communications strategy, and brand positioning.
- Understand NADA's role as a membership-based industry association and reflect this positioning across all social media activity.
- Align social media messaging with NADA's broader communications, PR, events, research outputs, and stakeholder engagement initiatives.
- Participate in initial strategy alignment sessions with NADA management and communications executives.

5.2. Platform Management

- Manage NADA's official social media platforms, which may include (but are not limited to):
 - LinkedIn
 - X (formerly Twitter)
 - Facebook
 - Instagram
 - Any additional platforms approved by NADA
- Ensure consistent branding, tone, and messaging across all platforms.
- Maintain accurate and up-to-date profile information, branding elements, and platform settings.
- Monitor platform performance and relevance and advise NADA on emerging platforms or changes in platform usage trends.

5.3. Content Creation and Scheduling

- Develop a structured monthly content plan aligned to NADA's campaigns, events, advocacy priorities, research releases, and industry updates.
- Create original, high-quality content, including:
 - Written posts
 - Visual assets (graphics, basic animations where appropriate)
 - Short-form video content, where applicable
- Adapt messaging appropriately across platforms while maintaining consistency of key messages.
- Schedule posts in accordance with best practice timing and frequency guidelines for each platform.
- Ensure all content is factual, responsible, non-partisan, and aligned with NADA's governance standards.

5.4. Advocacy, Campaigns, and Key Initiatives

- Support NADA advocacy campaigns, public interest initiatives, and industry messaging through social media.
- Promote key initiatives such as:
 - #NADACONnect Conference
 - Dealer Satisfaction Index (DSI)
 - Training and development programmes
 - Industry research and position papers
 - Consumer awareness initiatives
- Amplify approved media releases, thought leadership articles, and official NADA statements.
- Support time-sensitive campaigns and issue-driven messaging as required.

5.5. Community Management and Engagement

- Monitor social media channels for comments, messages, mentions, and engagement.
- Respond to routine enquiries and engagement in a professional and timely manner, within agreed response protocols.
- Escalate sensitive, reputational, or policy-related matters to NADA management for guidance prior to response.
- Monitor sentiment and emerging issues relevant to NADA and its members.

5.6. Governance, Risk, and Reputational Management

- Operate in strict adherence to NADA’s governance, ethical standards, and reputational risk considerations.
- Ensure no content is published that could compromise NADA’s neutrality, credibility, or stakeholder relationships.
- Maintain approval workflows for sensitive or high-risk content as agreed with NADA.
- Support crisis or issue-management communication under NADA direction when required.

5.7. Coordination with Communications and Stakeholders

- Work closely with NADA’s communications team, management, and appointed PR partners.
- Ensure alignment between social media activity, media engagements, newsletters, circulars, and website content.
- Support integrated campaigns across digital and traditional channels.

5.8. Monitoring, Analytics, and Reporting

- Monitor platform analytics, reach, engagement, and follower growth.
- Provide regular performance reports (monthly or quarterly, as agreed) including:
 - Content performance
 - Engagement trends
 - Audience growth
 - Key insights and recommendations
- Use insights to continuously refine content strategy and platform usage.

5.9. Compliance and Confidentiality

- Treat all non-public information, internal communications, and strategy discussions as confidential.
- Comply with POPIA and applicable data protection requirements.
- Ensure compliance with platform rules and advertising standards where applicable.

5.10. Ongoing Support and Advisory Role

- Provide ongoing advice to NADA on digital communication trends and best practice.
- Recommend improvements to tone, content mix, and platform use based on performance data.
- Support ad-hoc requests linked to major announcements, events, or industry developments.

6. KEY DELIVERABLES AND MILESTONES

6.1. Strategic and Planning Deliverables

Deliverables

- An initial social media strategy aligned with NADA’s mandate, brand positioning, and strategic objectives.
- A rolling monthly content plan aligned to NADA campaigns, advocacy priorities, events, and communications calendar.
- Clear content themes and messaging pillars for approval by NADA.

KPIs

- Approved social media strategy delivered within the agreed commencement period.
- Monthly content plans submitted and approved in advance of each delivery cycle.
- Demonstrated alignment between social media content and NADA campaigns, initiatives, and events.

6.2. Content Creation and Publishing

Deliverables

- Creation and publishing of professional, platform-appropriate content across approved social media channels.

- Development of visual assets to support posts, including branded graphics and approved short-form multimedia where applicable.
- Consistent posting in line with agreed frequency per platform.

KPIs

- 100% adherence to approved content calendar.
- Consistency in brand tone, messaging, and visual identity.
- Zero unauthorised or non-approved content published.
- Content delivered within agreed turnaround times.

6.3. Platform Management and Optimisation

Deliverables

- Ongoing management and optimisation of NADA’s social media profiles.
- Maintenance of accurate platform descriptions, branding, and links.
- Platform-specific optimisation based on performance insights.

KPIs

- Platforms maintained in a professional and up-to-date state at all times.
- Improved reach and engagement trends over time.
- Evidence-based recommendations submitted to NADA for platform optimisation.

6.4. Community Management and Engagement

Deliverables

- Active monitoring of comments, mentions, and direct messages.
- Professional engagement with followers in line with agreed response protocols.
- Escalation of sensitive, policy-related, or reputational issues to NADA management.

KPIs

- Timely response to routine engagement within agreed service levels.
- No unauthorised responses to reputationally sensitive matters.
- Appropriate escalation and management of high-risk or contentious issues.

6.5. Campaign and Advocacy Support

Deliverables

- Social media support for key NADA initiatives, including conferences, research releases, training programmes, and advocacy campaigns.
- Amplification of approved media releases and official statements.
- Support for time-sensitive or issue-based communications.

KPIs

- Campaign content delivered according to agreed timelines.
- Demonstrable uplift in campaign reach and engagement.
- Clear linkage between campaign objectives and social media activity.

6.6. Governance, Risk, and Reputation Management

Deliverables

- Strict adherence to NADA’s governance, ethical, and reputational standards.
- Maintenance of agreed approval workflows for sensitive content.
- Crisis or issue-response support under NADA direction when required.

KPIs

- Zero governance or reputational breaches arising from social media activity.
- Full compliance with approval and escalation protocols.
- Documented evidence of responsible and risk-aware content management.

6.7. Monitoring, Analytics, and Reporting

Deliverables

- Regular performance reports (monthly or quarterly, as agreed) covering:

- Platform growth
- Reach and engagement
- Top-performing content
- Audience insights
- Strategic recommendations for continuous improvement.

KPIs

- Reports submitted on time and in the agreed format.
- Clear, data-driven insights and actionable recommendations.
- Demonstrated improvement in key engagement metrics over time.

6.8. Advisory and Continuous Improvement

Deliverables

- Ongoing advisory support on social media trends, best practice, and platform changes.
- Recommendations to enhance content effectiveness and engagement.
- Support for ad-hoc content requests linked to industry developments.

KPIs

- Value-adding recommendations provided proactively.
- Evidence of refinement and optimisation based on performance insights.
- Positive qualitative feedback from NADA management on advisory input.

Performance Review

- Performance against deliverables and KPIs will be reviewed periodically by NADA.
- Persistent underperformance may constitute grounds for remedial action or contract review in terms of the RFQ conditions.

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7. TECHNICAL REQUIREMENTS

Failure to comply with **any** of the mandatory requirements below may result in automatic disqualification and the bid not being evaluated further.

1. Legal and Administrative Compliance

- Bidders must submit:
 - Proof of company registration (CIPC documentation).
 - Valid SARS tax compliance status or tax compliance pin.
 - Proof of VAT registration, where applicable.
 - Signed declaration confirming the accuracy and completeness of information submitted.
 - Signed confidentiality and non-disclosure undertaking.

2. Experience and Capability

- Demonstrated experience in professional social media management for **corporate, association, public-interest, or membership-based organisations**.
- Evidence of managing social media platforms where reputation, governance, and public positioning are critical.
- Submission of at least **three (3)** comparable clients or projects, including:

- Description of services rendered.
- Duration of engagement.
- Contactable references.

- Proven capability to manage social media platforms on an ongoing, structured, and consistent basis.

3. Industry and Governance Awareness

- Demonstrated understanding of working within regulated or reputationally sensitive environments.
- Evidence of operating under formal approval processes and escalation protocols.
- Willingness to comply with NADA's governance, ethical, and brand requirements.

4. Dedicated Resources

- Identification of a dedicated account or communications manager responsible for the NADA account.
- Confirmation of adequate resourcing to deliver ongoing platform management, reporting, and advisory services.
- Assurance of continuity of service and backup resources.

5. Acceptance of Scope and Controls

- Formal confirmation of acceptance of the full Scope of Work as defined in the RFQ.
- Agreement to operate within NADA's content approval, escalation, and reputational risk protocols.
- Confirmation that no content will be published without adherence to agreed governance controls.

B. TECHNICAL REQUIREMENTS

Only bidders meeting **all mandatory requirements** will be evaluated against the following technical criteria.

1. Strategic Approach

- Clear description of the bidder's proposed approach to managing NADA's social media platforms.
- Demonstrated understanding of NADA's role as an industry representative body.
- Ability to translate strategic objectives into structured social media communication.
- Alignment of proposed approach with advocacy, thought leadership, and reputational positioning.

2. Content Planning and Creation

- Ability to develop structured monthly or campaign-based content plans.
- Demonstrated capability to create platform-appropriate, professional content including:
 - Written copy.
 - Visual assets.
 - Approved short-form multimedia.
- Evidence of adapting messaging per platform while maintaining consistency and brand integrity.

3. Platform Management and Engagement

- Experience managing multiple social media platforms simultaneously.
- Clear approach to posting frequency, timing, and optimisation per platform
- Professional community management practices, including:
 - Monitoring engagement and sentiment.
 - Handling enquiries and comments.
 - Escalation of sensitive or high-risk engagement.

4. Governance, Risk, and Reputation Management

- Demonstrated experience managing social media in environments where reputational risk is high.
- Clear content approval and escalation processes.
- Proven ability to support issue-management or crisis communication under client direction.
- Understanding of non-partisan, ethical, and responsible communication principles.

5. Analytics, Monitoring, and Reporting

- Ability to monitor and analyse platform performance.
- Provision of structured performance reporting, including:
 - Reach.
 - Engagement.
 - Growth trends.

➤ Content effectiveness.

- Ability to translate analytics into actionable recommendations.

6. Reporting, Communication, and Responsiveness

- Clear communication and account management structure.
- Regular engagement with NADA management or communications team.
- Responsiveness to urgent requests linked to advocacy, events, or industry developments.
- Willingness to align activity with PR, media, and website communications.

7. Value-Added Services

- Evidence of proactive advisory input on trends, content innovation, and platform changes.
- Ability to support integrated digital campaigns and flagship initiatives.
- Demonstrated continuous improvement mindset.

Evaluation Note

- Mandatory requirements are **non-negotiable**.
- Technical requirements will be scored using a weighted evaluation matrix as determined by NADA.
- Appointment will be made based on **technical merit, governance alignment, and value for money**.

8. INTELLECTUAL PROPERTY, CONTENT RIGHTS, PLATFORM MANAGEMENT AND ADVERTISING CONTROLS

The appointed service provider shall be required to provide the same level of assurance, governance, and compliance as set out in NADA's other related Requests for Quotation and shall, at a minimum, comply with the following requirements:

- The service provider must provide a written undertaking that all images, graphics, videos, copy, references, and other content used, created, or published on NADA's social media platforms are lawfully permitted to be published by NADA.
- The service provider shall warrant that no content, imagery, or material published on behalf of NADA infringes any third-party intellectual property rights, including copyright, trademarks, or ownership rights.
- All content used is either:
 - Fully licensed for unrestricted commercial use,
 - Free-to-use without attribution requirements that would limit NADA's use, or
 - Created or generated specifically for NADA, with full intellectual property vesting in NADA.
- No stock imagery, third-party material, or creative assets subject to usage restrictions will be used without NADA's prior written approval.
- All intellectual property rights in content created specifically for NADA, including copy, artwork, visual assets, and campaign materials, shall vest in NADA without limitation, unless expressly agreed otherwise in writing.
- The service provider shall indemnify NADA against any claims, liability, or loss arising from unauthorised use of content, intellectual property infringement, or breach of copyright.
- The service provider acknowledges that social media management requires continuous monitoring, optimisation, and adaptation in response to:
 - Changes in audience behaviour,
 - Platform algorithm updates,
 - Content performance trends, and
 - Evolving communication priorities. This ongoing review and refinement must be incorporated into the management approach and content plan.
- The service provider must demonstrate a capability to manage both organic and paid social media activity, including:
 - Advising on the strategic use of paid, promoted, or boosted posts where appropriate.
 - Supporting campaign amplification through paid media options aligned to NADA objectives.
 - Ensuring that any paid or boosted activity is pre-approved by NADA and transparently reported.
- Any expenditure on paid or boosted social media content shall:

- Be implemented only with NADA's prior written approval,
- Be clearly separated from professional fees, and
- Be supported by performance reporting and objective measures of effectiveness.
- Upon termination or expiry of the contract, the service provider shall:
 - Cease all use of NADA branding and platforms,
 - Hand over all content, creative assets, performance data, and campaign material, and
 - Cooperate fully to ensure continuity of NADA's social media presence.

9. MANDATORY REQUIREMENTS/DOCUMENTS

- Company prospectus and introduction;
- Declaration by designated representative of business indicating the validity of the tender/quote information provided;
- Declaration of bidder's past supply chain management practices;
- Proposed fee structure;
- Proof of belonging to regulatory body if applicable;
- A valid original or certified copy of B-BBEE Status Level Certificate or sworn affidavit must be submitted;
- Bank details and bank confirmation letter;
- Tax clearance Certificate.

10. ADDITIONAL INFORMATION REQUIRED

- Company history and ownership;
- List of major clients with contact information and details;
- Availability of specialized technical resources necessary to tender the services required in the terms of the scope of work;
- Overall capacity of the firm;

11. COMMUNICATION AND STATEMENT OF GOOD FAITH AND POPIA

All information provided by the RMI in this RFT/RFQ is offered in good faith. Individual items are subject to change from time to time. The RMI makes no certification that any item is without error. Formal communications regarding changes to this RFT/RFQ may be submitted in writing to the originator for consideration.

Information contained in this RFT/RFQ is provided and must be treated in terms of the Protection of Personal Information Act No. 4 of 2013.

12. PRICING

- Bidders must submit prices exclusive of Vat contained in a detailed cost breakdown schedule. The following should be noted:
- The pricing tariffs quoted shall be firm/fixed for the contract period;
- RMI will only pay upon the acceptance of the work performed by the Executive Committee or their designated intermediary;
- The pricing schedule should be based on the scope of work.
- Annual escalations to not exceed CPI (Consumer Price Index).

13. TIMELINES

The successful bidder will be appointed for a period of 3 YEARS commencing with the effective date of appointment. This contract may be extended, subject to agreement by both parties. The period is subject to annual reviews of performance.

14. PROJECT MANAGEMENT AND PROJECT MONITORING

Ashley Samuel will be the Project Manager for the RMI.

The appointed service provider must submit in writing to the Project Manager the following during the course of the project:

- Staff changes affecting the RMI;
- Significant changes to structure and management of the service provider;
- Any issues which may affect the relationship between the two parties including allegations of misconduct or fraud.

15. INDEPENDENCE AND OBJECTIVITY

In carrying out the work, the appointed service provider shall ensure that staff maintain their objectivity by remaining independent of the activities they assess. The service provider shall:

- Have no executive or managerial powers, functions, or duties except those relating to the service provided;
- Not be involved in the day to day running of the RMI;
- Should indicate any prior relationships between key staff within the RMI and the service provider.

16. PREPARATION AND HANDLING OF TENDERS/QUOTES

The Retail Motor Industry will not be held responsible for any expenditure incurred by a supplier or companies in the preparation and handling of tender documents.

17. DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES

(For use only with Tenders/quotes)

- The Standard Bidding Document information (see PP2) must form part of all bids submitted.
- This document serves as a declaration to be used by institutions in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.
- The bid of any bidder may be disregarded if that bidder or any of its directors have -
 - a. abused the institution's supply chain management system;
 - b. committed fraud or any other improper conduct in relation to such system; or
 - c. failed to perform on any previous contract.

18. ACCEPTANCE AND SIGN-OFF

This Request for Proposal has been approved by the NADA National Executive Committee and issued in accordance with the RMI Delegation of Authority Framework and RMI Procurement Policy.