

## **Petroleum Equalisation Fund (Management Board)**

### **Request for Expression of Interest**

### **Engagement of an Integrated Communications Consultant for Project Aquila of Petroleum Equalisation Fund (Management) Board**

The above named organization is a statutory Agency of the Federal Republic of Nigeria under the supervision of the Federal Ministry of Petroleum Resources.

### **Business Objective**

As part of an ongoing business solution initiative, PEF(M) is introducing the latest innovation to improve the efficiency of claims management through effective monitoring of petroleum product transportation, and enhancing service delivery to our stakeholders. The new automated system will minimize the need for human intervention, reducing processing delays with prompt payment of marketers claims among others.

The organization seeks the services of an integrated communications personnel involved in public relations advertising and communications management.

### **Responsibilities**

To be engaged for a period of three months, the core responsibilities of the consultant will include but not limited to the following task:

1. Market identification and segmentation of audience within down stream sector
2. Identify the most appropriate modes of communication for each of the stakeholders
3. Advise a media mix to effectively reach the stakeholders
4. Create appropriate messages best suitable for the identified techniques to elicit the desired response from the stakeholders
5. Develop a project programme for the implementation of a comprehensive plan

6. Advise on the budget for the implementation plan as identified
7. Devise comprehensive plan of action for the implementation of media plan and measuring efficiency of same.
8. Producing a comprehensive report of the project including assessment of its impact on the various stakeholders.

### **Requirements**

- The key personnel (principal consultant) of the company should be a corporate member of Advertising Practitioners consultants of Nigeria (APCON) or Nigerian Institute of Public Relations (NIPR). A higher degree relevant shall be considered as added advantage.
- Its principal consultant should have a minimum of 15 years with 5 years working experience at management level
- Certificate of Incorporation
- Company profile indicating the nature of your company and key staff
- Past experience/track record of the firm in undertaking similar jobs including and documentary evidences of such
- Evidence of Tax Clearance Certificate (3 years)
- Vat certificate and evidence of past vat remittances
- Audited annual financial report of the company for the past three years
- Evidence of compliance with the pension reform Act 2004
- The CV of each professional staff

Petroleum Equalization fund (Management ) Board invites eligible firms to indicate their interest in providing the above in the area of communication management facilitation.

Interested candidates may obtain further clarification during office hours (9.00am to 4.00pm) o Mondays to Fridays from the address below:

Expression of interest one (1) original and three (3) copies must be delivered in both hard and soft copies on or before 1<sup>st</sup> April, 2011 to the address below in a sealed envelop marked “**Expression of Interest as an Integrated Communications Consultant**”.

The Executive Secretary

Petroleum Equalization Fund (Management) Board

Plot 622, Ambassadorial Conclave

Cadestral Zone

Central Business District, Abuja.

Only pre-qualified/shortlisted candidates will be invited to submit proposal and/for further discussion. Late submission will not be acceptable.

Signed

Management