



## TERMS OF REFERENCE (TORs) – Media Agency

### I. Background

The African Institute for Mathematical Sciences (AIMS) is seeking the services of a professional public relations or media agency to manage AIMS' media engagements and build strong media partnerships throughout the year, supporting all AIMS programs, initiatives and events.

Founded in 2003, the African Institute for Mathematical Sciences (AIMS) is a pan-African network of centres of excellence for post-graduate training in mathematical sciences, research and public engagement in STEM. With centres in South Africa, Senegal, Ghana, Cameroon and Rwanda, AIMS is leading Africa's socio-economic transformation through innovative scientific training, cutting-edge research, and public engagement. With expertly tailored academic and non-academic programs spanning through Centres of Excellence, Research Centres, the AIMS Industry Initiative and gender-responsive Teacher Training, AIMS equally created two critical initiatives: Quantum Leap Africa (QLA), which aspires to do leading-edge research in quantum science, and the Next Einstein Forum (NEF), which is positioning Africa to become an important player in global science. For more information, visit [www.nexteinstein.org](http://www.nexteinstein.org).

### II. Objectives

- Build awareness of AIMS impact (programs and initiatives) and drive consistent media interest, capitalizing on AIMS events
- Periodically secure media appearances for AIMS spokespersons on media platforms
- Ensure the publication of stories on AIMS work in tier-one media and other reputable outlets
- Build strong media partnerships for the advancement and visibility of AIMS
- Drive media coverage around AIMS events

### III. Desired Outcomes

- Create strong interest around AIMS programs and initiatives; create a quarterly pitching calendar (every three months) for the duration of the partnership.
- Position AIMS Spokespersons (and partners where applicable) as thought leaders within African, US, European, and Asian mainstream media (English and French) – including but not limited to news pieces, opinion pieces, features, etc.
- Seek out opportunities to highlight the work of AIMS researchers (community of scientists) in African and global science and mainstream media – including but not limited to news pieces, opinion pieces, features, etc.
- Create and propose exciting content that would appeal to AIMS audiences, in particular media. We want the media to see AIMS as a credible source of information about science in Africa and reputable researchers.





- Develop, together with the AIMS team, a media list of African and international media (including science journalists) to invite and develop invitation pitches
- Together with the AIMS team, develop pitching and response material for media.
- Draft all press releases and media advisories in the lead-up to AIMS events and announcements
- Propose paid ad placements and facilitate placement
- Assist AIMS and initiatives in increasing its followership on social media platforms (Twitter, Facebook, LinkedIn, Instagram, and YouTube) – including a concrete social media proposal
- Manage media on the ground and support social media
- Facilitate media packages and interviews with AIMS and stakeholder spokespersons
- Provide media training for AIMS spokespersons
- \*\*\* N.B.: Content, pitching, and social media campaigns must equally keep French media and our Francophone audience in mind

#### **IV. Expected Results**

##### **i. Ongoing (throughout the duration of the partnership)**

- Develop an annual media engagement and PR strategy to support all AIMS programs and initiatives (first two weeks)
- Create a quarterly pitching calendar (every three months) for the duration of the partnership
- Drive monthly visibility through unpaid media engagements; publication or dissemination of pieces on AIMS in tier one/tier two media and other reputable platforms (at least two per month)
- Creatively craft stories on AIMS alumni, researchers, programs, etc. while identifying and leveraging opportunities for dissemination in tier one/tier two media and other reputable platforms (at least two per month)
- Define and implement efficient media relations activities for the promotion of AIMS-NEI programs and activities (including but not limited to: press announcements, press releases, press advisories, press conferences, article placements, interviews, guest appearances) upon approval and in communication with the AIMS Global Secretariat Communications Department
- Creatively defining story opportunities in order to leverage media relations activities to promote AIMS-NEI activities (third party endorsements, case studies, success stories, etc.)





- Media and PR support for AIMS-NEI programs, program events (including but not limited to graduations, international day celebrations, conference appearances, research publications, program launches, etc.) and senior leaders, with intercontinental reach, facilitating media packages and interviews with AIMS and stakeholder spokespersons
- Propose creative social media campaigns (at least one per month)
- Secure media presence at and coverage of all events and provide on-the-ground support as required
- Use its own media lists and resources to make program information visible to the target audiences and general public
- Creating media and digital partnerships with international and national media in line with AIMS-NEI brand guidelines. Suggest and develop media partnership models, leverage relationships with online influencers for the target audiences, such as bloggers, vloggers etc.

#### V. **Reporting**

- **Monthly status update:** Share monthly status updates on work done and campaigns in progress throughout the engagement period
- **Campaign/event reports:** Share report at the end of each defined campaign, with a complete analysis of the overall result, covering all of our marketing objectives
- **Quarterly report:** Quarterly reports should include press clippings divided by month, in print, TV, radio, web, as well as all media coverage, highlights of the program developments, achievements and success stories that were placed in media other than press releases and event coverage and recommendations
- **Final Report:** Final report is expected one month upon the completion of the contract, with the analysis and overall results stated. Final report should include: press clipping divided by event, in folders: print, TV, radio, web, as well as local and all media coverage, results of baseline and end of program awareness research in order to measure effectiveness of the campaigns/public relations activities, number of media partnerships and its outcomes measured in both number of articles, interviews, etc. and monetary value and social media engagement comparison baseline and end of the program
- All reports produced should be in English

#### VI. **AIMS AUDIENCES**

The main AIMS audiences include:

- Young Africans around the world
- African political and business leaders





- Scientists around the world: AIMS wants to encourage scientific collaboration among scientists in similar fields across the world. We want scientists outside of Africa to look to Africa for research partnerships.
- **Development partners and funders:** AIMS wants the focus to shift to holistic funding that includes higher education and research, which will accelerate and sustain Africa's growth
- General public
- **Global media:** AIMS wants to raise awareness about the critical scientific research and innovation undertaken in Africa and by Africans.

## VII. REQUIREMENTS

AIMS invites applications from agencies with the relevant expertise, experience, and skills to undertake the assignment as described above successfully. The team must demonstrate significant experience in the following:

- Media relations and PR
- An intercontinental media database with proven access to tier-one media
- A proven track record, including samples of work for internationally recognized events
- Experience working with non-profit clients is a strong advantage
- Experience driving coverage of digital events

## VIII. SUBMISSIONS

Agencies meeting the above requirements are invited to submit an Expression of Interest (EOI). The EOI must include the following:

- A detailed financial offer (USD). The Client/AIMS shall withhold all the taxes payable if applicable.
- A brief technical proposal detailing how their expertise aligns with and can respond to the requirements above
- A proposed work methodology with timelines
- Letters of recommendation from three past clients
- Proof of previous work for organizations or events: links to 3 published press releases, links to 3 media advisories, links to 3 interviews or reports facilitated through your agency (audio-visual or audio)
- Duration of contract: 6 months
- **Please submit your Expression of Interest to [media@nexteinstein.org](mailto:media@nexteinstein.org) by 15th March 2023.**





# AIMS

African Institute for  
Mathematical Sciences  
**NEXT EINSTEIN INITIATIVE**

P.O. Box 6428, Cellule Kamatamu  
KG 590 ST, Kacyiru  
Kigali, Rwanda

