

ANNEXURE A

SCOPE OF WORK

1. BACKGROUND

The successful implementation of the SANPC Corporate Plan requires more than strategic initiatives, capital investments and infrastructure projects. It requires a united, informed and engaged workforce that understands the strategic direction of the organisation and their individual contribution to its success.

Following the merger of PetroSA, SFF and I-Gas, SANPC is entering a critical execution phase and in line with the Internal Communication Strategy, the development and roll out of internal divisional campaigns is required to create organisational alignment, employee ownership and a culture of disciplined execution by ensuring all employees understand:

- Where SANPC is going.
- Why the Corporate Plan matters.
- What success looks like.
- How each employee contributes.
- Why urgency and collaboration are critical.

These campaigns would create awareness of divisional initiatives and projects, provide regular updates on progress against operational objectives, and help employees understand how each division contributes to SANPC's overall strategy and mandate. Ultimately, the project aims to strengthen internal alignment, improve information sharing, encourage employee engagement and foster a greater sense of unity, accountability and shared purpose across the business.

2. OBJECTIVES

- Increase staff awareness and understanding of each campaign theme.
- Drive participation in campaign activities, learning interventions, and change initiatives.
- Provide engaging and visually consistent digital content across internal channels.
- Track campaign performance through dashboards and post-campaign reporting.
- Improve message recall and employee experience through varied digital formats.

3. RATIONALE FOR AN INTERNAL DIGITAL MARKETING CAMPAIGNS

As SANPC continues to integrate its operations and establish a strong, recognisable corporate identity following the merger of legacy entities, there is a need for a coordinated internal digital marketing campaign that supports various divisional campaigns and projects.

The campaigns will ensure that employees and internal stakeholders are informed, aligned and actively engaged with SANPC's strategic priorities, key messages and brand positioning.

It will also create a consistent platform to communicate divisional initiatives in a timely, accessible and measurable manner across digital channels, helping to build understanding,

strengthen advocacy, encourage participation and reduce fragmentation in messaging. In this way, internal digital marketing will serve as an enabler of change management, organisational cohesion and brand adoption across the business.

4. PURPOSE OF THE PROJECT

The purpose of this project is to develop and implement an internal digital marketing campaign that keeps SANPC employees and internal stakeholders informed about key developments, activities and achievements taking place across the different divisions of the organisation.

The campaign should create awareness of divisional initiatives and projects, provide regular updates on progress against operational objectives, and help employees understand how each division contributes to SANPC's overall strategy and mandate. Ultimately, the project aims to strengthen internal alignment, improve information sharing, encourage employee engagement and foster a greater sense of unity, accountability and shared purpose across the business.

5. SCOPE OF SERVICES

- Support the internal SANPC communications department to:
 - Develop a comprehensive project plan for each internal divisional campaign/s, including campaign objectives, target internal audiences, key messages, timelines, milestones, approval processes and resource requirements.
 - Develop an internal digital marketing strategy and plan and campaign framework that aligns with SANPC's corporate strategy, operational objectives, brand (CI) guidelines and internal communication priorities.
 - Develop creative campaign concepts/themes and content plan for various divisional campaigns and projects (or events for these campaigns) ensuring consistency, relevance and alignment across the organisation.
 - Create and adapt internal digital content for approved channels, which may include emailers, e-newsletters, newsflashes, intranet articles, digital banners, internal social media content, digital noticeboards and dashboards, countdown clocks, presentation templates, infographics, poster series, campaign video, screen savers, intranet-style visuals, engagement dashboard; short-form video content for YT/social media.
 - Develop a channel and content calendar that sets out when and how campaign content will be rolled out across internal digital platforms to ensure timely, coordinated and sustained communication.
 - Provide design, proofreading and production support for all campaign materials, including the resizing, email mastheads; reformatting and repurposing of content for different internal digital channels and audience needs.
 - Support the execution and rollout of campaigns across internal digital platforms and provide guidance on audience targeting, message sequencing and employee engagement approaches.

- Monitor and track the campaign performance and provide regular reporting on agreed metrics such as reach, open rates, click-through rates, content engagement, participation levels and overall campaign effectiveness, together with recommendations for optimisation.
- Submit all final campaign assets in the required editable and publication-ready formats and ensure that all work complies with SANPC's brand, governance and internal communication requirements.

NOTE: BIDDERS MUST COMPLETE THE FORM OF OFFER ON PAGE 5 OF THE RFQ AND SUBMIT FULLY COMPLETE PRICE SCHEDULE IN THE PRESRIBED FORM (ANNEXURE B)