APRIL 28, 2025

Request for Proposal (RFP) for Provision of Consultancy services as a Creative Marketer

REF NO: RFP/ USIU-AFRICA/ CO-CARE / CFYE /4/2025

RFP Response Submission Deadline, Date: May 14, 2025 at 5.00 p.m.

United States International University-Africa,
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REQUEST FOR PROPOSAL NOTICE

United States International University-Africa (USIU-Africa) invites qualified experienced firms and individuals to express their interest in Provision of Consultancy services as a Creative Marketer.

RFP Description and Number	Eligibility	RFP Response Submission deadline
Request for Proposal (RFP) for Provision of Consultancy services for Creative Marketing: REF NO: RFP/ USIU-AFRICA/ CO-CARE / CFYE /4/2025	Open	May 14, 2025 at 5.00 p.m.

1. A 6-page proposal and CV shall be quoted in Kenya Shillings and shall include all taxes. The proposals shall remain valid for 60 days from the date of opening of bids.
2. Late submissions will be rejected.
3. Any canvassing or giving of false information will lead to automatic disqualification

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Background

The County Creative Arts Residence & Empowerment (CO-CARE) program is a partnership between USIU-Africa, the Challenge Fund for Youth Employment (CFYE) and Across Solutions that combines technical and entrepreneurship concepts to empower youth to build a career in the creative sector. The program has a research and learning agenda, where key lessons are integrated in project delivery and policy strengthening.

Proposals

We invite proposals from visionary and proactive Creative Marketers who will be artist managers

Scope of Work and terms of reference.

1. Work closely with the mentors to finalize a professional bio/marketing profile template for the mentees.
2. Identify and compile a database of potential employers for youth to gain experience and find job opportunities across the creative sector.
3. Ensure at least 32 mentees have access to at least one monetization opportunity each per month.
4. Collaborate with county-based mentors for the placement of mentees to the appropriate job opportunities.
5. Organize one county-based mentorship and opportunity event in collaboration with the mentors and mentees.
6. Prepare and submit progress reports.

Evaluation Criteria/Requirements

The consultant should meet the following requirements:

1. Have in the past-created jobs for artists in music, film, theatre and dance.
2. Have proven capacity to provide space (for events, rehearsals, etc) and/or institutionalize the creative curriculum.
3. Ability to identify and get commitments for job opportunities in the creative sector.
4. Proven experience working with the youth in the creative sector.
5. Be a current resident of Mombasa, Kisumu, Nairobi or Kiambu counties.
6. Have excellent communication and networking skills.
7. Holders of a Bachelor's degree will be an added advantage.

Interested applicants should demonstrate the ability to work independently, be very proactive and resourceful and should be available between June 2025 and November 2025.

The financial proposals shall provide cost breakdown, applicable taxes, payment terms and schedule of payment specified.

RFP submission

The 6-page proposal and CV should be prepared in English and submitted electronically by email to: **tenders@usiu.ac.ke** so as to be received **on or before May 14, 2025, 5:00 pm**. The Cover letter should indicate your county of preference

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