

CALL FOR EXPRESSIONS OF INTEREST

Full Suite Marketing and Communications Agency

1. Introduction

The Wildlife and Environment Society of South Africa (WESSA) invites suitably qualified and experienced marketing and communications agencies to submit Expressions of Interest (EOIs) for the provision of full-suite marketing and communications services.

The Wildlife and Environment Society of South Africa (WESSA) is Africa's oldest and most respected environmental non-profit organisations. Founded in 1926, WESSA has dedicated a century to the conservation of biodiversity, environmental education, and sustainable development across Southern Africa.

2026 marks a defining milestone: WESSA's Centenary Year. This is not merely an anniversary; it is a once-in-a-generation opportunity to celebrate our legacy, re-engage our stakeholders, attract new audiences, and position WESSA powerfully for the next 100 years. Marketing is not a peripheral function this year, it is central to our strategy.

2. Purpose of This EOI

The purpose of this Expression of Interest is to identify and shortlist marketing agencies with the expertise, capacity, and creative vision to serve as WESSA's full-service marketing partner. This EOI is the first stage of a formal procurement process. Shortlisted agencies will be invited to submit a detailed proposal and participate in a formal pitch process.

For 100 years WESSA has empowered youth and communities, promoted sustainable practices across diverse landscapes, advocated for stronger environmental policies, and mobilised people to protect biodiversity and build resilient futures.

The 2026 centenary is a defining moment to celebrate this legacy, reconnect with supporters, attract new partners, donors and youth, launch key campaigns and initiatives, elevate our profile, and secure relevance for the next century.

Marketing is central to making this milestone count, amplifying our ongoing mission, driving engagement, supporting fundraising, and positioning WESSA for lasting impact. We seek a strategic agency to deliver integrated, high-quality work that honours this historic year while advancing **Educate | Advocate | Act** every day.

3. Scope of Services Required

WESSA requires a comprehensive range of marketing and communications services. The table below outlines the scope of work expected from the appointed agency:

Activity / Service	Description
Strategic Planning & Direction	Development of annual and campaign marketing strategies, brand positioning, competitive analysis, and audience research aligned to centenary objectives.
Team Communication & Collaboration	Regular feedback sessions, progress meetings, campaign debriefs, and transparent reporting.
Copywriting & Editorial	Long-form and short-form copy across all touchpoints, including WESSA AWE Magazine, newsletters, press materials, and campaign messaging.
Social Media Management	Full management of all organic social channels including content planning, community management, engagement, and channel growth, including promotion and activation for centenary-related events (e.g. culmination celebrations, awards ceremonies, webinars, roadshows, member-led actions), alongside ongoing programme events.
Design & Content Creation	Video editing, motion graphics, social stills, photography refinement, infographics, and centenary-branded creative assets.
Media Relations	Proactive media outreach, journalist pitching, spokesperson briefing, press release drafting, and media monitoring.
Event Planning & Activation	Conceptualisation, logistics, and execution of centenary events, partner activations, and public campaigns.
Reporting & Analytics	Monthly and campaign-specific performance reports, insights, and strategic recommendations.
Digital Marketing	Paid social, search engine marketing (SEM/SEO), email marketing, and website content support.
Brand Stewardship	Ensuring consistent brand identity across all platforms and stakeholder communications.
Stakeholder & Donor Communications	Targeted communications to key stakeholders, funders, corporate partners, and government bodies.
Community & User-Generated Content	Facilitating and amplifying public participation campaigns, story-sharing, and hashtag-driven engagement to build grassroots momentum.

4. Key Marketing Priorities

The appointed agency will be responsible for WESSA's full marketing and communications function. While 2026 brings with it the added significance of our centenary, the agency's mandate extends well beyond anniversary activities. The following outlines WESSA's broader marketing priorities:

4.1. Brand & Organisational Profile

Building and protecting WESSA's brand equity as a leading conservation authority in Southern Africa. This includes consistent brand application, messaging development, and positioning WESSA credibly across diverse audiences, from government and corporates to communities and youth.

4.2. Conservation Programme Communication

Amplifying the impact of WESSA's programmes and projects through targeted communications. The agency will work with programme teams to translate technical conservation work into compelling public-facing content and stakeholder narratives.

4.3. Fundraising & Donor Engagement

Supporting WESSA's resource mobilisation efforts through case-for-support materials, donor communications, and campaign content that drives awareness, engagement, and financial contributions.

4.4. Member & Community Engagement

Maintaining and growing WESSA's membership base through targeted communications, community-building initiatives, and content that speaks to the values and interests of our existing and prospective members.

4.5. Digital Presence & Growth

Managing and growing WESSA's digital ecosystem, including website content, social media channels, email marketing, and digital advertising, to build audience, increase reach, and drive meaningful engagement year-round.

4.6. Centenary Year Activation

2026 marks WESSA's 100th anniversary, and the agency will play a key role in bringing this milestone to life. This includes a unified centenary campaign strategy (e.g., #WESSA100 storytelling, commemorative content, visual identity, and legacy project promotion), while ensuring centenary elements enhance, rather than overshadow, year-round communication of core programmes such as Eco-Schools, coastal certifications, youth skills development, and advocacy.

5. Eligibility Criteria

Respondents must meet the following minimum criteria to be considered:

- Registered legal entity in South Africa with valid tax clearance;
- Minimum of 5 years' experience as a full-service marketing or communications agency;
- Demonstrated experience working with non-profit, corporations, conservation, or purpose-driven organisations (advantageous);
- A multidisciplinary in-house team covering strategy, creative, digital, PR, and content;
- Ability to dedicate a named account team to the WESSA account;
- Valid BBBEE certificate (preferable);
- Verifiable client references and a strong portfolio of integrated campaigns.

6. EOI Submission Requirements

Agencies wishing to be considered are requested to submit the following:

- **Cover letter** expressing interest and demonstrating understanding of WESSA’s mission, history, key programmes, societal impact, and current priorities (including the ongoing centenary milestone as a strategic opportunity within broader work).
- **Company Profile:** Overview of the agency, size, structure, key personnel, and relevant history.
- **Relevant Portfolio:** Up to five examples of campaigns or accounts most relevant to this brief.
- **Statement of Interest:** A brief articulation of why the agency is suited to WESSA’s centenary mandate. Include initial ideas for integrating ongoing priorities (e.g., programme amplification, digital growth, fundraising) with centenary momentum (e.g. #WESSA100 engagement). (max. 500 words)
- **Client References:** At least two contactable client references
- **Compliance Documents:** BBBEE certificate, tax clearance, and company registration

7. Evaluation Criteria

EOI submissions will be evaluated on the following criteria:

Criterion	Weighting
Relevant experience and portfolio	25%
Team capability and structure	20%
Understanding of WESSA’s mission and centenary context	25%
Creative and strategic credentials	20%
BBBEE and compliance	10%

8. Process & Timeline

Milestone	Date / Timeframe
EOI Issued	19 March 2026
EOI Submission Deadline	30 March 2026
Shortlist Notification	10 April 2026
Formal Pitch / Proposal Stage	24 April 2026
Agency Appointment	1 May 2026

9. EOI Submission

All EOI submissions must be submitted electronically in PDF format to:

Email: applications@wessa.co.za
Subject Line: EOI_Full Suite Marketing Agency_WESSA
Deadline: 30 March 2026

Late, incomplete, or non-compliant submissions will not be considered. WESSA reserves the right to shortlist or not shortlist any respondent without providing reasons.

10. General Conditions

- This EOI does not constitute a commitment by WESSA to appoint any agency.
- WESSA reserves the right to cancel, modify, or extend this process at any time.
- Agencies may not canvass WESSA staff, board members, or stakeholders during the procurement process.
- The costs of preparing and submitting an EOI are borne entirely by the responded

Thank you for your interest in partnering with WESSA.

Together, let us celebrate a century of impact while securing the next 100 years of People Caring for the Earth!