

Kerala State Council for Science, Technology, and Environment (KSCSTE)

Expression of Interest (EOI) for appointing Media Consultant

1 NOV 2024

KSCSTE invites Expressions of Interest (EOIs) from innovative Media Consultants to enhance its communication strategy and public image. The selected consultant will play a pivotal role in promoting KSCSTE's science, technology, and environment-related programs. The engagement will be for a period of one-year with a monthly consolidated fee of Rs 22,000/-. KSCSTE will review the consultant's performance every four months.

Key Responsibilities:

- **Media Relations:** Secure consistent and impactful media coverage across regional and national platforms.
- **Public Awareness:** Develop and execute strategic campaigns to promote science and environment-related initiatives.
- **Crisis Communication:** Prepare for and manage potential crises effectively.
- **Content Creation:** Produce high-quality content (press releases, articles, blogs, etc.) to convey KSCSTE's mission and accomplishments.
- **Event Support:** Provide PR support for conferences, exhibitions, and environmental programs.
- **Media Monitoring:** Track media mentions, trends, and public sentiment to measure PR effectiveness.

Key Performance Indicators

1. Media Relations:

- **KPI:** Number of media coverages secured across regional and national platforms.
 - **Target:** Minimum 6-8 media coverages per month (with at least 4 on national platforms).
- **KPI:** Quality of media coverage (based on reach and prominence).
 - **Target:** Achieve coverage in top-tier media outlets (e.g., Malayala Manorama, The Hindu,) at least twice per month.

2. Public Awareness Campaigns:

- **KPI:** Number of strategic public awareness campaigns developed and executed.
 - **Target:** Minimum 3 major campaigns per quarter, targeting specific science or environment-related issues.

3. Crisis Communication:

[Handwritten signature]
11/11/24

- **KPI:** Response time during crisis situations.
 - **Target:** Develop and implement a crisis communication plan within 6 hours of a potential crisis.
- **KPI:** Effectiveness of crisis communication (measured through media sentiment analysis).
 - **Target:** Maintain a neutral or positive media sentiment within 48 hours of crisis onset.

4. Content Creation:

- **KPI:** Number of high-quality content pieces (press releases, articles, blogs) produced and disseminated.
 - **Target:** Minimum 5 press releases or articles per month.
- **KPI:** Engagement and pick-up rate of content by media or the public.
 - **Target:** At least 75% of the content created should be picked up by regional or national outlets.

5. Event Support:

- **KPI:** PR support provided for conferences, exhibitions, and environmental programs (measured by media mentions, coverage, and participation).
 - **Target:** Secure media coverage for 100% of KSCSTE's key events with a target of 5-10 media mentions per event.
- **KPI:** Attendance at events (media and public).

6. Media Monitoring:

- **KPI:** Number of media mentions tracked monthly.
 - **Target:** Minimum 30 media mentions monitored per month.
- **KPI:** Public sentiment analysis (positive/neutral/negative).
 - **Target:** Maintain at least 75% positive or neutral sentiment in monitored media coverage after 3 months

7. Advertisement Planning:

- **KPI:** Number of advertisements planned and executed within budget.
 - **Target:** 100% of planned advertisements secured at the lowest market rate.
- **KPI:** Cost efficiency of advertisement placements.
 - **Target:** Secure at least 15% cost savings on advertisements compared to market standards.

Eligibility Criteria:

- Start-up status registered under Startup India and compliant with Kerala Start UP mission
- Minimum 2 years of experience in PR campaigns for government agencies or science-related organizations.
- Proven track record of securing media coverage.
- Competent team with expertise in PR, digital communication, content creation, media relations, and crisis management.
- Access to modern PR tools and software.
-

Submission Requirements:

- Agency profile
- Case studies of previous PR campaigns
- Proposed approach and methodology

Selection will be based on screening and evaluation of the proposals by an expert committee constituted for the purpose