



THE INFORMATION AND COMMUNICATIONS TECHNOLOGY AUTHORITY
Kenya Digital Economy Acceleration Project (KDEAP)
ICTA-Program Implementation Unit

REQUEST FOR EXPRESSION OF INTEREST
(Consulting Services – Individual Selection)

Country:	KENYA
Name of Project:	KENYA DIGITAL ECONOMY ACCELERATION PROJECT (KDEAP)
Project No.:	P170941
Credit No:	7289-KE & 7290-KE
Assignment Title:	CONSULTING SERVICE FOR A COMMUNICATION SPECIALIST (INDIVIDUAL CONSULTANT)
Reference/Contract No.:	KE-ICTA-458648-CS-INDV

1. This Request for Expression of Interest follows the General Procurement Notice for this project that appeared in MyGov Newspaper on 24th October, 2023.
2. The Government of Kenya has received financing from the World Bank towards the cost of the Kenya Digital Economy Acceleration Project (KDEAP) and intends to apply part of the proceeds for consulting services.
3. The consulting services ("Services") include communication specialist (individual consultant). The assignment is expected to be completed within thirty-six (36) calendar months from the date of contract commencement.
4. The detailed Terms of Reference (TOR) for the assignment can be found at the following website:
www.icta.go.ke/tenders / www.tenders.go.ke
5. The Information and Communications Technology Authority (the "Client") through the Project Implementation Unit (PIU) of Kenya Digital Economy Acceleration Project (KDEAP) now invites eligible individual consultants ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services (**attach detailed curriculum vitae (CV), copies of documentary evidence of academic qualifications, professional qualifications, and registration/licensing with professional bodies (as applicable)**). The shortlisting criteria is:
 - i. A Minimum of Bachelor's Degree in Communications, Public Relations, Journalism, Digital Marketing, or a related field from a recognized institution.
 - ii. A minimum of 10 years of general experience in communications strategy, public relations, and media management.
 - iii. A minimum of 7 years of specific experience working with government institutions, media organizations, or international development agencies as well as in managing relationships with media and external stakeholders.
 - iv. Registration with a relevant professional body.
6. The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" First Published July 2016 and Revised Fifth Edition September 2023, ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.
7. A Consultant will be selected in accordance with the Selection of Individual Consultants method set out in the Procurement Regulations.
8. Further information can be obtained at the address below from 0900 to 1700 hours East African Time (EAT) from Monday to Friday excluding lunch hour (1300 to 1400hours EAT) and public holidays.
9. Expressions of interest must be delivered in a written form to the address below by **7th January 2025 at 1000hours East African Time** using one of the following modalities: (i) deposit in the tender box located on 12th Floor, Telposta Towers, Kenyatta Avenue in Nairobi, Kenya or (ii) send by email to: procurement@ict.go.ke and quote the Assignment title and Contract No. in the subject row. For expressions of interest that will be deposited at the tender box, the packages should be clearly marked **CONSULTING SERVICE FOR COMMUNICATION SPECIALIST (INDIVIDUAL EXPERT)**; Contract No. **KE-ICTA-458648-CS-INDV**.

Address:

Chief Executive Officer,
The Information and Communications Technology Authority,
P.O Box 27150, Kenyatta Avenue
00100, Nairobi, Kenya.
Tel.: (+254) 20 667 6999
E-mail: info@ict.go.ke / procurement@ict.go.ke
Attn: Deputy Director, Supply Chain Management