



REPUBLIC OF KENYA



COUNTRY: KENYA

PROJECT: KENYA DIGITAL ECONOMY ACCELERATION PROJECT (KDEAP)

IMPLEMENTING AGENCY: Information and Communications Technology Authority (ICTA)

PROJECT ID: P170941; Credit Numbers 7289-KE and 7290-KE

**TERMS OF REFERENCE FOR:
Request for Expression of Interest**

for

**Consulting Service for Communications Specialist (Individual
Consultant)**

Contract No: KE-ICTA-458648-CS-INDV

Issue Date: 17th December 2024

Closing Date: 7th January 2025 at 1000hrs EAT

Client:

The Chief Executive Officer,
ICT Authority
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1. Background

The Government of the Republic of Kenya (GoK) has received financing in the amount equivalent to US\$390 Million from the World Bank towards the cost of the first phase of the Kenya Digital Economy Acceleration Project¹ and it intends to apply part of the proceeds to payments for goods, works, non-consulting services and consulting services to be procured under this project.

The project includes the following components.

1.1 Component 1: Digital Infrastructure and Services-The aim of this component is to increase access to high-speed internet for individuals, industry, and government—the ‘foundation of the foundations’ of a digital economy and strengthen Kenya’s role as regional digital leader—while leveraging investments from the private sector

1.2 Component 2. Digital Government and Services- This component will invest in the foundational digital services, platforms, architectures, and policies needed to transform the way the Government communicates and conducts its internal operations.

1.3 Component 3. Digital Skills and Markets- This component aims to equip young Kenyans with digital skills, strengthen their abilities to access, and compete in domestic and regional markets, to study mechanisms of improving access to affordable devices and to enhance the enabling environment for e-commerce to support Kenya’s role as a regional digital hub.

1.4 Component 4. Project Management- This component supports project implementation and coordination, led by the Project Implementation Unit (PIU) within ICT Authority (ICTA) and capacity building.

1.5 Component 5: Contingent Emergency Response Components-This component will be activated in the event of an emergency.

¹ The Program Information Document for KDEAP, and other documentation, is available at: <https://projects.worldbank.org/en/projects-operations/project-detail/P170941>.

The GoK intends to apply a portion of the proceeds of the Credit to cover activities under Sub-component 4 (Project Management), namely to recruit a specialist on communication

2. Objectives of the Assignment

The Information Communication Technology Authority (ICTA) is looking to hire an individual consultant in the capacity of a Communications Specialist who will work within the Project Implementation Unit (PIU) in ICTA. The Specialist will be responsible for developing and executing communication strategies that support project goals and align with ICTA's broader vision with respect to the Communications Specialist activities (Component 4 of KDEAP). The objective is to ensure that communication activities across the KDEAP are well coordinated, align with project goals, and increase stakeholder awareness and engagement across critical communication channels. The Communications Specialist will play a crucial role in ensuring clear, effective communication between the PIU, stakeholders, and the public while managing the project's reputation and media presence.

3. Scope of Work and Specific Tasks

The scope of services includes overseeing the development and execution of KDEAP's communication strategy, ensuring that key messages reach all relevant stakeholders. The Communications Specialist will advise the PIU on publicity best practices activities, devising communications strategies and creating KDEAP content.

3.1 Specific Tasks

The Communications Specialist will proactively work to carry out the following tasks:

a) Develop and Implement a Communication Strategy:

- Develop an overall communication strategy for KDEAP, ensuring alignment with the project's objectives. The strategy supports both internal and

external communication needs to effectively communicate the Project Development Objectives.

- Create communication materials (press releases, reports, social media content, etc.) to highlight key achievements, success stories, and milestones.
- Develop high-quality communication materials, including brochures, reports, newsletters, videos and infographics.

b) Manage Media Relations:

- Engage with local and international media to ensure proper coverage of KDEAP activities and milestones.
- Prepare press releases, media kits, and talking points for government officials and project representatives through the project phase.

c) Manage Digital Communication and Social Media Presence:

- Manage KDEAP's online presence, including maintaining an up-to-date website and social media channels. This includes regularly update the ICT Authority's website and social media channels with project updates and achievements.
- Develop and implement a social media strategy to create awareness and engage with audiences on different digital platforms like Twitter, Facebook, and LinkedIn.
- Create and manage digital content to promote project activities across various platforms, ensuring a consistent voice and messaging.

d) Manage Stakeholder Engagement:

- Coordinate communication efforts across all stakeholders, including government agencies, private sector partners, and development partners through outreach programs, workshops, and stakeholder meetings.
- Organize stakeholder forums, webinars, and public information sessions to increase awareness and facilitate dialogue around KDEAP activities.
- Ensure timely communication of the project's progress to key stakeholders, including government ministries, county governments, civil society, and development partners.

e) Manage Public Awareness Campaign:

- Plan and execute targeted public awareness campaigns to inform the public and stakeholders about KDEAP's project benefits, key milestones, and impacts on local communities.
- Use various media channels, including radio, TV, and digital platforms, to reach diverse audiences.

f) Support Internal Communication:

- Ensure that internal communication mechanisms are in place to foster collaboration among project teams, beneficiary institutions, government agencies, and other partners.
- Support internal reporting and communication to ensure timely updates and effective coordination within the PIU.

g) Monitor and Evaluate Communication Activities:

- Establish performance indicators for communication activities.
- Monitor media coverage, public opinion, and stakeholder feedback regarding the project.
- Monitor and report on the impact of the communication strategy, adapting the approach as necessary based on feedback and results.

h) Manage Crisis Communication:

- Develop a crisis communication plan to manage any potential risks or issues that may arise during the project's implementation.

i) Support Events:

- Provide communication support for key project-related events, such as launches, public consultations, and stakeholder workshops, including drafting event briefings, speeches, and media coverage strategies.

4. Duration and Location of Assignment

The assignment will be an overall period of thirty-six (36) calendar months. It is intended that this Consultant will be contracted for a period of twelve (12) calendar

Months from the date of commencement with a probation period of three (3) calendar months. This contract period is subject to extension for a further period of up to twenty-four (24) calendar months based on satisfactory performance, project funding and project needs.

The Communications Specialist shall be based in ICT Authority, Telposta Towers, Nairobi, Kenya, as part of the PIU team, with travels as required country-wide to review the project progress.

5. Reporting Requirements and Timeline for Deliverables:

The Communications Specialist will prepare a monthly report highlighting the tasks performed, challenges, and specific recommendations on key actions that should be taken to steer the project to success. The Communications Specialist will be required to submit:

- A detailed communication strategy within the first 30 days of the assignment.
- Monthly reports on communication activities, media engagement, and public awareness efforts.
- Quarterly reports on the impact of communication activities, including stakeholder feedback and media analysis.
- A final report at the end of the contract, summarizing achievements, lessons learned, and recommendations for future communication efforts.

All reports will be submitted within 7 days after the end of reporting month or period in hard and soft copies (in Microsoft Word, Excel, or Power Point, or in any other format as may be deemed appropriate by the PIU Project Coordinator. These reports will accompany the consultant's timesheet for payment.

6. Payment Schedule/Remuneration

The Communications Specialist shall be remunerated based on a monthly rate (a consolidated amount inclusive of all costs with clearly identified applicable taxes), which will be negotiated with the successful candidate during Negotiations. Remuneration will be based on competitive rates, commensurate with the selected

candidate's area of expertise and work experience, provided he or she has satisfactorily fulfilled all requirements stipulated herein above.

Payment shall be monthly upon submission and approval of the monthly reports. The consultant will submit to the Project Coordinator, a monthly timesheet, with a supporting invoice, as the basis for payment for the consultancy services. Costs incurred by the Communications Specialist outside the assignment location will be reimbursed upon submission of a statement of expense and verifiable supporting documentation to the KDEAP Project Coordinator.

7. Minimum qualification and experience requirements

The Communications Specialist shall possess the following minimum qualifications and experience qualification:

- 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.

8. Management and Accountability of the Assignment

The ICTA will be the client for the services and the Client will be represented by the Chief Executive Officer (CEO). The KDEAP Project Coordinator of the KDEAP PIU will supervise the work of the Consultant, and shall be responsible for coordination of activities of the consultants. On a day-to-day work basis, the consultant shall work and report to the Project Coordinator.

9. Responsibility of the Client

The client will provide free of charge all available existing information including the communication strategy, data, reports and clips and will assist the Consultant in

obtaining other relevant information and materials from governmental institutions and state authorities where necessary. However, it is the duty of the Consultant to check availability, quality and suitability of this information. The information, data, reports as mentioned above will be available for the consultants unlimited use during execution of the proposed services within the project.

Where travelling individually on project duties, subsistence allowance shall be paid in the equivalence of the Public Service Job Group N rates as currently published by the Government of Kenya's Salaries and Remuneration Commission (SRC). All individual travel shall be approved prior to the task by the Project Coordinator.

10. Responsibilities of the Consultants

The Consultant shall be responsible for their own transport, accommodation, insurance, Airtime and other associated costs.

11. Confidentiality, Propriety Rights Oof Client In Reports and Records.

i) All the reports, data, and information developed, collected, or obtained from the implementing agencies etc., Client, and other Institutions during this exercise shall belong to the Client. No use shall be made of them without prior written authorization from the Client.

ii) At the end of the Services, the Consultant shall relinquish all data, manuals, reports and information (including the database, codes, and related documentation) to the Client and shall make no use of them in any other assignment without prior written authority from the Client.