



**MINISTRY OF YOUTH AFFAIRS,
CREATIVE ECONOMY AND SPORTS**

**STATE DEPARTMENT FOR YOUTH AFFAIRS AND CREATIVE
ECONOMY**

**NATIONAL YOUTH OPPORTUNITIES TOWARDS ADVANCEMENT
PROJECT (NYOTA)**

Project Reference: P179414

TERMS OF REFERENCE AND SCOPE OF SERVICES

FOR

PROJECT COMMUNICATION FIRM

TERMS OF REFERENCE FOR CONSULTANCY SERVICES FOR

Communication firm in NYOTA Project

1. BACKGROUND

The Government of Kenya, in partnership with the World Bank, is supporting Youth Employment in all the Counties of Kenya through the National Youth Opportunities Towards Advancement (NYOTA) Project. The project development objective of NYOTA is to increase employment, earnings and promote savings for targeted youth at a national scale. There are 2.4 million youth aged 18-29 among the poorest 40 percent of Kenyans who fulfill one or more of these criteria. Such youth face exclusions and are often unable to access government sponsored jobs programs. As such, the project will cover approximately 35 percent of this pool.

The NYOTA Project is expected to impact 820,000 vulnerable youth across all 47 counties of Kenya including refugees in the counties of Garissa and Turkana. The project beneficiaries are youth aged 18-29 and 35 years for Persons with Disabilities (PWDs), with little or no education, who are unemployed, underemployed, or in low-tier employment with very low earnings. The project is anchored on a solid premise that better employment outcomes are realized when there are more jobs with better pay, better protection and better earnings, and more inclusive jobs for disadvantaged groups of youth.

2. PROJECT DESCRIPTION

NYOTA project aims to support better employment outcomes and improved savings through integrated interventions that address the myriad of constraints that the youth face. **Component 1** of the project focuses primarily on labor supply side constraints and offers **knowledge transfer and skills development in addition to intermediation related initiatives**. The component also addresses childcare related constraints for young mothers. **Component 2** focuses on the labor demand side constraints and facilitates **youth with aptitude for entrepreneurship with development on core business skills and provides them with seed money to start or expand their businesses**. It also supports social enterprises to provide similar support to the hard-to-serve youth. **Component 3** of the project focuses on **enhancing savings opportunities** among targeted youth, and **Component 4** supports **strengthening of youth employment systems and project management**.

3. OBJECTIVE OF CONSULTANCY

Communication services is essential for enhancing project visibility, Publicity, Media engagement, Information dissemination etc. The objective of the Communication consultancy services include but not limited to; supporting the Project and its main actors in ensuring effective communication between the Project and all the stakeholders, Help in effective and efficient communication to the beneficiaries and the public at large. as stipulated terms of reference (ToRs):

SCOPE OF SERVICE

a) Communications protocols including during crisis:

- i. Develop and implement communications protocols tailored to the project's needs, including crisis protocols to address urgent issues.
- ii. Provide holding statements and other media collateral, including press releases.
- iii. Ensure that a number of emergency communication materials is pre-approved and ready for immediate use during emergencies.
- iv. Coordinate editor briefings to address urgent issues and maintain a positive public image.
- v. Manage social media platforms to ensure accurate and timely dissemination of information including during crises.
- vi. Facilitate stakeholder relations to mitigate potential reputational risks.
- vii. Schedule regular media training sessions for key spokespeople to ensure they are prepared for media interactions.
- viii. Develop a social media policy that outlines guidelines for posting, responding to comments, and handling negative feedback

b) Strategic Communications and Stakeholder Relationship Management

- i. Analyze the project's operational context and its impact on communication strategies.

- ii. Develop key messaging frameworks that align with the project's goals and objectives.
- iii. Identify and map key stakeholders to tailor communication efforts effectively.
- iv. Provide public affairs support to enhance the project's engagement with various stakeholders.
- v. Oversee stakeholder relationship management to ensure cohesive and effective communication across all platforms.

c) Content Production

- i. Produce weekly, monthly, and quarterly content that showcases success stories, milestones, and testimonials. Include diverse formats such as videos, infographics, and podcasts to engage different audiences.
- ii. Develop creative messages for posters, blogs, and other digital content, designed to engage the community.
- iii. Create a comprehensive photography and media database, including images of ministry events, technology transfer initiatives, and field activities.
- iv. Ensure content is culturally relevant and resonates with the target audience.

d) The National Youth Opportunities Project Brand and Public Relation

- i. Develop a brand style guide to ensure consistent messaging and visual identity.
- ii. Consistently communicate the project's milestones and successes through various media channels.
- iii. Foster engagement with stakeholders to strengthen the project's public image.
- iv. Highlight success stories and achievements in the media to maintain sustained visibility and promote the project's role in improving livelihood.
- v. Collaborate with local influencers and community leaders to amplify success stories.

e) Project Development Communication

- i. Prepare weekly updates on the project developments undertaken with a fortnight write of the stage of project development status
- ii. Prepare a monthly evidence-based presentation to PMU on the status of the project development.

f) Social Media Engagement

- i. Develop a robust social media strategy that supports the project's goals.
- ii. Monitor social media and manage sentiment to maintain a positive public perception.
- iii. Conduct regular social media audits to assess performance and adjust strategies accordingly.
- iv. Manage all social media platforms, ensuring regular and engaging content that aligns with the project's initiatives.
- v. Create a content calendar to plan and schedule posts in advance.
- vi. Engage interactively with the public to build a community.
- vii. Analyze feedback and social media metrics using analytic tools to measure the effectiveness of social media campaigns to continuously improve engagement and communication strategies.

g) Media Engagement

- i. Develop a media contact list and maintain regular communication with journalists.
- ii. The firm will coordinate media relations, develop press materials, and facilitate media engagements to ensure that the Project's narrative is consistently represented in the media.
- iii. Monitor media coverage and address any inaccuracies promptly.

h) Coordination with Project Management Unit (PMU)

- i. Collaborate with the PMU and World Bank team to integrate communication activities with overall project management and objectives.
- ii. Conduct regular coordination meetings with the PMU and the World Bank team to align strategies with project milestones and deliverables.
- iii. Establish structured workflows and protocols.

Deliverables

- a) Detailed work plan with milestones.

- i) Ensure the work plan includes a timeline with specific deadlines for each milestone.

- ii) Include a risk management plan to address potential challenges and mitigation strategies.
- b) Monthly Project progress reports.
 - i. Project development status Including a section on lessons learned and best practices to improve future project phases.
 - ii. Media communication engagements that provides a metrics on media reach and engagement to assess the effectiveness of communication efforts.
 - iii. Project field activities' visibility including visual documentation such as photos and videos to enhance the report.
 - iv. Crisis communication and issues management on NYOTA Project including a summary of crisis communication activities and their outcomes.
 - v. Content creation and public awareness activities on NYOTA Project that provides examples of content created and its impact on public awareness.
 - vi. Effective network with various media on the implementation and social impact of the NYOTA Project and ensure the inspiring stories are featured on TV, radio, digital platforms and relevant blogs. Including a media coverage report that tracks the frequency and sentiment of media mentions.
- c) Preparation of IEC materials, designs, documentaries and success stories. ensuring that all materials are culturally relevant and tailored to the target audience. Include a distribution plan for IEC materials to ensure they reach the intended audience effectively.
- d) Stakeholder Engagement Reports

Provide detailed reports on stakeholder engagement activities, including feedback received and actions taken.
- e) Social Media Analytics Reports:

Include monthly analytics reports that track social media performance, engagement metrics, and sentiment analysis.
- f) Training and Capacity Building:

Conduct training sessions for project staff on effective communication strategies and media engagement.

Provide training materials and manuals as part of the deliverables.

g) Evaluation and Impact Assessment:

Conduct periodic evaluations to assess the impact of communication activities on project outcomes.

Provide detailed impact assessment reports with recommendations for improvement.

Consulting Qualification and experience

The application submitted by the consultancy firm must clearly reflect the ability of having the technical skills and proven experience in various aspects of communication to complete this consultancy. It must have the following competencies and profile:

- a)** Legal status recognized by the Government of Kenya. This will include, but not limited to, Consultancy Firm registration by relevant government institutions (CAK, PRSK, MCK, ODPC) enabling it to undertake the above-mentioned tasks
- b)** Provide evidence of experience in providing services (a minimum of 2) of similar nature, complexity, and magnitude within the last five (5) years. Detailed case studies or project reports that highlight the firm's experience in similar projects need to be provided. These should include project objectives, methodologies, outcomes, and client testimonials.
- c)** Provide signed Curriculum Vitae of at least five (5) personnel with capacity to undertake the assignment. (Team leader, Communication Specialist, Content designer, Photographer, Videographer etc. CVs must include detailed descriptions of each individual's relevant experience, qualifications, and specific roles in previous projects. Additionally, references for each key personnel are desirable.

Team Lead

Required Qualifications and Experience Competencies:

- i. Master's degree in Communication, Project Management, Business Administration or a related field.
- ii. Minimum of seven (7) years' relevant professional experience, preferably in a leadership or supervisory role.
- iii. Demonstrated experience in managing projects and leading multidisciplinary teams.
- iv. Active membership in a relevant professional body.
- v. Submission of at least three (3) professional testimonials or recommendations.
- vi. Strong leadership and team management skills.
- vii. Excellent strategic planning and stakeholder engagement abilities.
- viii. Strong written and verbal communication skills.

Communication Specialist

Required Qualifications, Experience and competencies:

- i. Master's degree in Public Relations, Corporate Communication, Development Communication, Strategic Communication, Journalism or a related field.
- ii. Minimum of five (5) years' relevant professional experience in communication, public relations or media.
- iii. Active membership in a recognized professional body such as Public Relations Society of Kenya (PRSK) or Media Council of Kenya (MCK).
- iv. Excellent writing, editing, and content development skills.
- v. Experience in media relations and stakeholder engagement.
- vi. Strong understanding of communication strategy development and implementation.

Content Designer

Required Qualifications, Experience and Competence:

- i. Diploma in Communication, Journalism, Creative Writing, Digital Media, or a related.
- ii. Minimum of three (3) years' relevant work experience in content creation, digital content development, or related creative work.
- iii. Proven experience demonstrated through a strong portfolio of published or produced content.
- iv. Submission of a detailed Curriculum Vitae (CV).
- v. Active membership in a relevant professional body (where applicable).

- vi. Strong writing, editing, and storytelling skills.
- vii. Knowledge of digital content trends and audience engagement strategies.
- viii. Ability to develop content for multiple platforms (web, social media, print).

Graphic Designer

Required Qualifications, Experience and Competencies:

- i. Diploma in Graphic Design, Visual Communication, Fine Arts, or a related field.
- ii. Minimum of three (3) years' relevant work experience in graphic design or visual communication.
- iii. Proven experience supported by a strong design portfolio.
- iv. Submission of a detailed Curriculum Vitae (CV).
- v. Active membership in a relevant professional body (where applicable).
- vi. Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) or equivalent tools.
- vii. Strong creativity, layout, and typography skills.
- viii. Ability to translate concepts into visually appealing designs.

Videographer

Required Qualifications, Experience and Competencies:

- i. Diploma in Film Production, Media Studies, Communication or a related field.
- ii. Minimum of three (3) years' relevant work experience in videography or video production.
- iii. Demonstrated experience through a portfolio/showreel of previous video projects.
- iv. Submission of a detailed Curriculum Vitae (CV).
- v. Active membership in a relevant professional body (where applicable).
- vi. Proficiency in video editing software (e.g., Adobe Premiere Pro, Final Cut Pro, After Effects).
- vii. Strong storytelling and visual composition skills.
- viii. Knowledge of lighting, sound recording, and post-production techniques.

Photographer

Required Qualifications, Experience and Competencies:

- i. Diploma in Photography, Visual Arts, Media Studies or a related field.
- ii. Minimum of three (3) years' relevant work experience in professional photography.
- iii. Demonstrated experience through a portfolio of high-quality photographic work.
- iv. Submission of a detailed Curriculum Vitae (CV).

- v. Active membership in a relevant professional body (where applicable).
 - vi. Strong technical knowledge of camera equipment and lighting techniques.
 - vii. Proficiency in photo editing software (e.g., Adobe Photoshop, Lightroom).
 - viii. Excellent attention to detail and visual storytelling ability.
- d)** Consultancy Profile that includes the organization structure, clearly stating the duties assigned to each of the personnel identified that will support the delivery of communication consultancy services (Firms Management)
 - e)** Demonstrated technical and managerial capability to deliver the assignment.
 - f)** Details of quality assurance and control measures in place within the firm, such as systems to monitor the quality of data collected during communication activities, risk assessments to identify potential risks related to communication activities.

TIMEFRAME AND REPORTING

It is anticipated the firm will be engaged for 2 years renewable every 12 months subject to satisfactory performance.

The assignment will commence immediately after signing of the contract and reporting will be done to the NYOTA National Project Manager. The communication firm will also be required to seek prior approval for specific communications, including press releases, social media campaigns, and other public-facing materials, to ensure alignment with the project's objectives and vision. Clear approval processes will be established at the inception of the consultancy.

PAYMENT SCHEDULE/ REMUNERATION

The firm will be paid monthly based on acceptable monthly Project progress reports.