TERMS OF REFERENCE

STRATEGIC COMMUNICATIONS ADVISOR TO THE CABINET SECRETARY FOR ICT, INNOVATION AND YOUTH.

<table>
<thead>
<tr>
<th>Job ID/Title:</th>
<th>Strategic Communications Advisor to the Cabinet secretary for ICT, Innovation and Youth</th>
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<tbody>
<tr>
<td>Scope of advertisement:</td>
<td>Nationally advertised</td>
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<tr>
<td>Category (eligible applicants):</td>
<td>External¹</td>
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<tr>
<td>Brand:</td>
<td>UNDP</td>
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<tr>
<td>Application Deadline:</td>
<td>Thursday, 14 May 2020 by 11.59 P.M (GMT+3.00)</td>
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<tr>
<td>Type of Contract:</td>
<td>National Individual Contract</td>
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<tr>
<td>Reference:</td>
<td>KEN/IC/2020/017 – Strategic Communications Advisor</td>
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<td>Duty Station:</td>
<td>Nairobi, Kenya.</td>
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<td>Languages Required:</td>
<td>English</td>
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<td>Expected Duration of Assignment:</td>
<td>7 months</td>
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Background

The Ministry of Information, Communications and Technology (ICT), Innovation and Youth has responsibility for formulating, administering, managing and developing the Information, Broadcasting and Communication policy. In May 2016, through an Executive Order No. 1/2016, the Ministry was split into two state Departments. The State Department of Broadcasting and Telecommunications and the State Department of ICT and Innovation. In 2020 the Ministry was mandated to also manage Governments’ State Department for Youth.

Over recent years, the Ministry of ICT, Innovation and Youth has established a strong partnership with the United Nations family in Kenya and is working together on various transformative initiatives, as for example the Generation Unlimited initiative, and SDG Accelerator Lab, amongst others.

¹ External defines as applicants external to UNDP and to the UN Common system, including UNDP non-staff.
More recently, the Ministry has been mandated to guide Government and stakeholder’s media and communication efforts in support of Kenya’s COVID-19 response. The Ministry acknowledges the strong support in this area as well as of various UN Kenya agencies.

In order for the Ministry of ICT and Youth (MoICT) and UN Family in Kenya to deliver on its partnership ambitions, an Advisor is proposed at the office the Cabinet Secretary for ICT and Youth to support strategic communications and coordination for initiatives the Ministry and UN are collaborating on, in particular Kenya’s COVID-19 response.

**Scope of work**

- **COVID Communications Management**
  
  a. **Media management**
     - Arranging regular high-level briefings and meetings between editorial directors and policy makers
     - Arranging regular briefings between medical/ science/ health journalists and policy makers, COVID Management teams
     - Arranging press coverage and press briefings for all COVID 19 activities in collaboration with COVID communications teams
     - Pitching COVID related stories across all media channels
     - Developing media assets in collaboration with the COVID communication teams.

  b. **Above the line communications management**
     - Management of all COVID related communications to ensure streamlined flow of information between Government of Kenya (GOK) teams, UN and various private sectors
     - Liaising with media houses for booking and flighting of all media properties
     - Acting as contact person between GOK teams, UN, and various private sector communication efforts on COVID-19 Communication matters

  c. **Digital Assets Development**
     - Oversee development of various digital assets
     - Oversee verification of all official accounts
     - Oversee management of all digital assets
     - Oversee development and leading digital communication strands

- **Provide guidance and capacity building in strategic communications, as well as overall coordination support to both current and future MoICT – UN partnerships initiatives including the SDG Accelerator Lab, Generation Unlimited and other UN Youth Programmes.**
Deliverables

Over the course of 7 months, the consultant will deliver the following:

1) **Inception Report within 2 weeks period of signing the contract.** The Report shall include the proposed methodology to be used to successfully deliver on the assignment, as well as detailed workplan with milestones and timelines. A Communication Action Plan will accompany the Workplan.

2) **Monthly Progress Reports:** The monthly progress reports will be maximum 2 pages excluding annexes highlighting achievements against milestones and targets as set out in the approved workplan. Annexes should include Minutes of any meetings held during the month. Evidence must be included for any products or Assets developed during the period.

3) **Final Report:** The final report will be maximum 10 pages excluding annexes highlighting achievements against milestones and targets as set out in the approved workplan. Final report will be accompanied by evidence of all communication products (and/or platforms) developed during the period of the assignment.

Organizational setting

The consultant will be seated at the Office of the Cabinet Secretary of the Ministry of ICT, Innovation and Youth whom will provide daily supervision and oversight.

The UN Resident Coordinator will provide strategic oversight over the consultant on behalf of the UN Kenya Country Team.

UNDP will provide contract management, facilitate quality assurance, and support in consultation with the UN Kenya Strategic Results Area Co-Leadership.

Required skills, experience and qualifications

**Experience and qualifications**

- A minimum of a master’s Degree in media & communications, strategy & leadership, or other relevant field required.
- Over 10 years of progressive responsibility in leading teams in strategic communication efforts, including political and risk communications required
- Proven expertise in production and dissemination of traditional and digital media assets required.
- Proven experience in engaging with executive leadership from government, as well UN, private sector, civil society and the media required.
• Strong ICT knowledge and expertise required.
• Deep knowledge of country political, social, economic and cultural landscape desired
• Previous experience in working for the Ministry of ICT, Innovation and Youth would be an added advantage.

Skills
• Proven competence and leadership in all phases of strategic media and communications.
• Strong analytical skills and ability to swiftly condense large sets of information and data into strategic messaging frameworks
• Strong communications and negotiation skills and effectiveness
• Demonstrated ability to manage, difficult tasks involving cross sectoral coordination and integration of inputs
• Proven ability to produce major/complex media and communication strategies
• Proven experience in handling complex programmes/projects

Language

Fluency in both written and spoken English.

Evaluation Criteria

Individual consultants will be evaluated based on a cumulative analysis taking into consideration the combination of the applicants’ qualifications, technical and financial proposals. The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

• Responsive/compliant/acceptable; and
• Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation, with technical criteria being weighted at 70% and financial criteria being weighted at 30%.

Only candidates obtaining a minimum of 70% technical proposal) will be considered for the Financial Evaluation.

Technical Criteria

• A minimum of a master’s Degree in media & communications, strategy & leadership, or other relevant field required. (20 points)
• Over 10 years of progressive responsibility in leading teams in strategic communication efforts, including political and risk communications required (20 point)
• Proven expertise in production and dissemination of traditional and digital media assets required (20)
• Proven experience in engaging with executive leadership from government, as well UN, private sector, civil society and the media required. (10)
• Deep knowledge of country political, social, economic and cultural landscape desired (10)
• Previous experience in working for the Ministry of ICT, Innovation and Youth would be an added advantage (20)

Financial Criteria (Maximum 30 points)

Submission of the Financial Proposal
Applicants are instructed to submit their all-inclusive fee proposal in KSH using the financial proposal template provided (Offerors letter to UNDP)

The financial proposal should be all-inclusive and include a breakdown. The term ‘all-inclusive” implies that all costs (professional fees, travel related expenses, communications, utilities, consumables, insurance, etc.) that could possibly be incurred by the Contractor are already factored into the financial proposal.

Financial evaluation
The following formula will be used to evaluate financial proposal:

\[ p = y \left( \frac{\mu}{z} \right) \]

Where:
- \( p \) = points for the financial proposal being evaluated
- \( y \) = maximum number of points for the financial proposal
- \( \mu \) = price of the lowest priced proposal
- \( z \) = price of the proposal being evaluated

Application process.
Interested and qualified candidates should submit their applications which should include the following:

1. Detailed Curriculum Vitae
2. Proposal for implementing the assignment – template provided
3. Offerors letter to UNDP – template provided

Note: The successful applicant will be required to complete a UNDP Personal History Form (P11) form prior to contracting.

Applications must be received through the UNDP e Tendering Portal on or before Thursday, 14 May 2020 by 11.59 P.M (GMT+3.00)
Firms are not eligible for this consultancy assignment. Open to national individual consultants only. Incomplete applications will be disqualified automatically.

Applying through the UNDP eTendering portal.

- If already registered, please go to https://etendering.partneragencies.org and sign in using your username and password, and search for the event:
  Business Unit: UNDP1
  Event ID:

- If you do not remember your password, please use the “Forgotten password” link. Do not create a new profile.

- If you have never registered in the system before, please complete a one-time registration process first by visiting https://etendering.partneragencies.org and using the below generic credentials:
  Username: event.guest
  Password: why2change

Detailed user guide on how to register in the system and submit the proposal can be found at: https://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/

Email submission of applications will not be accepted. Queries about the position can be directed to undp.kenya.procurement@undp.org