PROCUREMENT NOTICE

Date: 06 May 2020

Country: Kenya

DESCRIPTION OF THE ASSIGNMENT: STRATEGIC COMMUNICATIONS ADVISOR TO THE CABINET SECRETARY FOR ICT, INNOVATION AND YOUTH.

Period of assignment/services: 7 Months

Firms are not eligible for this consultancy assignment. Open to national individual consultants only.

1. 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.

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 of various UN Kenya agencies.

Objective:

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.
2. EXPECTED 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.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

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<th>Education</th>
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<tr>
<td>- A minimum of a master’s Degree in media &amp; communications, strategy &amp; leadership, or other relevant field required.</td>
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<th>Experience</th>
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<td>- Over 10 years of progressive responsibility in leading teams in strategic communication efforts, including political and risk communications required</td>
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<td>- Proven expertise in production and dissemination of traditional and digital media assets required.</td>
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<td>- Proven experience in engaging with executive leadership from government, as well UN, private sector, civil society and the media required.</td>
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<td>- Strong ICT knowledge and expertise required.</td>
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<td>- Deep knowledge of country political, social, economic and cultural landscape desired</td>
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<td>- Previous experience in working for the Ministry of ICT, Innovation and Youth would be an added advantage.</td>
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<th>Language</th>
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<td>- Fluency in both written and spoken English.</td>
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4. TECHNICAL EVALUATION CRITERIA (Minimum 70 points)

- 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 points)
- Proven expertise in production and dissemination of traditional and digital media assets required (20 points)
- Proven experience in engaging with executive leadership from government, as well UN, private sector, civil society and the media required. (10) points
- Deep knowledge of country political, social, economic and cultural landscape desired (10) points
- Previous experience in working for the Ministry of ICT, Innovation and Youth would be an added advantage (20 points)

5. FINANCIAL PROPOSAL

Applicants are instructed to submit their financial proposals 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.

6. EVALUATION

Cumulative analysis

The award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:

a) responsive/compliant/acceptable, and

b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weight; [70%]

* Financial Criteria weight; [30%]

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

7. 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](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](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:


Email submission of applications will not be accepted. Queries about the position can be directed to [undp.kenya.procurement@undp.org](mailto:undp.kenya.procurement@undp.org)