

REPUBLIC OF KENYA



MINISTRY OF ICT, INNOVATION AND YOUTH AFFAIRS

STATE DEPARTMENT FOR YOUTH

TERMS OF REFERENCE FOR A COMMUNICATIONS SPECIALIST

To support the Kenya Youth Employment and Opportunities Project and its key actors in ensuring effective communication

BACKGROUND

1. The Government of Kenya has received financing from the International Development Association (IDA) to finance the Kenya Youth Employment and Opportunities Project (KYEOP). The Project aims to increase employment and earnings opportunities for targeted youths. The main beneficiaries of the proposed project will be youth between 18 and 29 years of age, who are without jobs and have experienced extended spells of unemployment or who are currently working in vulnerable jobs. The level of education of targeted beneficiaries will be up to Form 4.
2. For one of the interventions supported by the Project, the Business Plan Competition (Subcomponent 2.2), the age limit for direct beneficiaries (entrepreneurs receiving grants as winners of the competition) is raised to 35.
3. The project consists of four components. Component 1 addresses the skills mismatch of youth by engaging training providers and private sector employers to offer training and work experience to targeted youth. Component 2 responds to the need for job creation with initiatives to help launch new businesses, improve the productivity and job creation potential of existing microenterprises and among self-employed youth, and support innovative approaches to improve job and earning opportunities among the hard-to-serve youth. Component 3 plans to improve access to and the quality of labor market information (LMI) to help public and private actors make decisions and formulate policies. Component 4 provides support for strengthening youth policy development, monitoring and evaluation (M&E), and Project Management.

Component 1: Improving Youth Employability

4. This component responds to Kenyan employers who assert that youth who come out of schools and training centers frequently lack the relevant work experience and competencies, including behavioral skills, needed for employment. The component will scale up the pilot Kenya Youth Empowerment Project providing targeted youth with training and work experience in the private sector with the goal of improving youth employment outcomes. The component will be jointly implemented by the Ministry of ICT, Innovation and Youth Affairs (MIIYA) and the National Industrial Training Authority (NITA). This component will contain two subcomponents Subcomponent 1.1: Provision of training and work experience in the formal sector; Subcomponent 1.2: Provision of training and work experience in the informal sector.

Component 2: Support for Job Creation

5. This component will address key constraints and market failures that limit the demand for youth employment and hamper youth productivity, once they are employed. Specifically, this component will finance activities addressing the following specific constraints: (a) lack of start-up financing for young entrepreneurs; (b) lack of managerial and entrepreneurial skills among youth; (c) lack of relevant exposure and networks for starting and growing a business among youth; (d) limited information and capacity to take advantage of government programs, in particular Access to Government Procurement Opportunities (AGPO); and (e) highly specific income generation and productivity constraints faced by the 'hard-to-serve' youth subgroups and limitations in knowledge and experience in effectively addressing these at scale in the local context. This component is structured into two subcomponents, jointly implemented by the MIIYA and the Micro and Small Enterprise Authority (MSEA). Subcomponent 2.1 will provide youth with support for self-employment while Subcomponent 2.2 will provide catalytic interventions for job creation

Component 3: Improving Labor Market Information

6. This component responds to the problem of obtaining timely information about labor demand and supply as well as career prospects in Kenya. LMI helps private and public actors in the labor market make decisions and formulate policies. The LMI currently available is often scattered over different locations and is hard to find. It is infrequently interpreted and analyzed for decision making and policy formulation. The lack of easily available information about the employment outlook, job profiles, and career prospects makes it difficult for job seekers to plan their careers. Similarly, it is difficult for schools and training institutions to identify competencies sought by employers and for individuals and families to get a clear idea of which skills and occupations are most rewarded in Kenya. In response, this component will support the development of a one-stop-shop for access to LMI by strengthening Kenya's Labor Market Information System (LMIS) with its survey and administrative data sources. The component will finance the following activities: (a) identification of LMIS users and their information needs; (b) production of LMIS content; and (c) dissemination of LMI content and creation of awareness. It will be implemented by the Ministry of East African Community, Labour and Social Protection (MEACLSP) through its Department of National Human Resource Planning and Development (DNHRP&D).

Component 4: Strengthening Youth Policy Development and Project Management

7. Component 4 will support capacity building for the MIIYA and the management and coordination of the overall project. It includes three subcomponents: (a) building youth employment policy development and coordination capabilities; (b) M&E of youth employment policies and funds; and (c) project management and coordination. The overall implementation, coordination, and progress reporting of the activities under this component has been assigned to a Project Coordination Unit (PCU) established within the State Department for Youth. Subcomponent 4.1: Building youth employment policy development capabilities; Subcomponent 4.2: Building capacity for monitoring and evaluation of youth employment policies and programs; Subcomponent 4.3: Project management and coordination

The MIIYA seeks to recruit a Specialist to take guide and advice on Communications function within the PCU. The Communications specialist will report to the Project Coordinator, and will be responsible for supporting the Project and its key actors in ensuring effective communication between the Project and all the stakeholders including the beneficiaries and the public at large. Specifically, he/she will perform the following functions:

A. Duties and responsibilities

The main objective of this consultancy is to ensure KYEOP visibility on multiple platforms and with multiple audiences. Considering that 2 communication assistants are already in the PCU and that some communication activities will be managed by consulting firms, the PCU is seeking a dynamic consultant to prepare a crisp calendar of communication activities, strategically advise on these, and review documents that are produced by the communication assistants.

B. Deliverables

The expected deliverables are the following:

- (i) Action plan: A 4-pager with 12-month calendar of activities and their target audience (5 days, including time to familiarize with the Project)
- (ii) Develop and Review IEC material together with the communication assistants' work (15 days)
- (iii) KYEOP Website: Review updates made by the communications assistants and the capacity and roll-out consultant (1 day a month)
- (iv) Social media messages: 2 hours a week to design them, including identifying influencers to link to.
- (v) Keep up to date an interactive website and active social media channels by providing technical input every 2 weeks on the content of the website for revision.
- (vi) Review and quality control communication and outreach materials such as brochures, factsheets, leaflets, videos etc. developed by communication assistants.
- (vii) Share and update contacts database of key stakeholders including the media (1 day a month)
- (viii) The Consultant will pay particular attention to the MbeleNaBiz Business Plan Competition (BPC) including providing inputs to; i) social media communication; any video to be developed, possibly in preparation for the award ceremony; ii) communication about the different steps of the competition; preparation for the award ceremony and furtherance of positive image of the project (7 days).
- (ix) The consultant will also pay particular attention and provide inputs to the Innovation challenge including i) social media communication, ii) any communication products to be developed (7 days). For both the BPC and the Innovation Challenge, the consultant will be expected to attend meetings to provide inputs as need be.
- (x) Provide input on a need basis the planning and execution of all KYEOP events including and not limited to Project Launch, road shows, Graduations and award ceremonies (2 days a month).

C. Required competencies, qualifications and experience

- Be proactive, already active on social media, and understand communication to the KYEOP's young target population
- Be in possession of a Master's degree in communication, preferably in development communication, Public relations, journalism or any relevant qualification.
- A minimum of eight (8) years hands on experience in development Communication, Corporate Communication, Public Relations, Business communication or journalism: preferably with experience in Donor funded projects.
- Extensive experience in the field of communication – such as development and strategic communication, media, public relations, campaigns, social marketing, new media tools and techniques such as social media, and related activities. Regional and international experience in similar work will be an added advantage;
- Solid understanding of and ability to apply communication tools and techniques, including the collection and analysis of relevant research data;
- Ability to plan, design and implement communication products and activities (such as print and electronic media products, workshops, stakeholder meetings, focus group discussions, major conference, etc.);
- Excellent writing and presentation skills in English language
- Ability to communicate effectively with all stakeholders and to present ideas clearly and effectively; proven ability to work in a collaborative and multi-stakeholder team environment.

D. Facilities to be provided by the Client

The MIIYA and other implementing agencies will provide:

1. Working space;
2. All relevant project documents and tools.

E. Location

The Communications Specialist will be based in the PCU (Bruce House), Headquarters in Nairobi.

F. Timeframe and duration

The Project is for a period of five (5) years. The contract will be time based, for an initial period of 100 working days spread over the period of 1 (one) year renewable subject to satisfactory performance.