

**REPUBLIC OF KENYA**



OFFICE OF THE DEPUTY PRESIDENT

STATE DEPARTMENT FOR DEVOLUTION

**Second Kenya Devolution Support Program (KDSP II)**

**Credit No** : IDA-7447-KE

**Project ID No** : P180935

**TERMS OF REFERENCE**

**FOR**

**THE SECOND KENYA DEVOLUTION SUPPORT PROGRAM (KDSP II) –  
COMMUNICATIONS SPECIALIST**

**Reference Number: KE-DD-438283-C-INDV**

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**Client:** State Department for Devolution  
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## **Background**

The Government of Kenya (GoK) has received an International Development Association (IDA) Credit of EUR140.7 million (US\$150 million equivalent) from the World Bank Group for implementing the Second Kenya Devolution Support Program (KDSP II) (Credit Number IDA-7447-KE) over a four-year period, starting December 7, 2023.

To achieve the Program Development Objective (PDO), KDSP II is expected to significantly improve outcomes in the counties participating in the Program. The Program supports a series of key interventions (at the input and output levels) which contribute to intermediate outcomes, and which in turn contribute to outcomes. The Program is structured around three (3) key results areas (KRAs) to achieve the development objectives.

- **KRA 1: Sustainable Financing and Expenditure Management.** This KRA will support efforts toward enhancing financing to and expenditure management by counties. In this KRA, the national level activities entail the development of frameworks and guidelines for county revenue mobilization; policy to support financing for service delivery units; and structures and tools to support counties' institutionalization of shared project management functions. The expected outcomes will include improved revenue mobilization agenda (for example, increased revenue collection, enhanced accuracy of fiscal forecasting, and expansion of revenue base), timely communication on releases of conditional grants, automation of the county exchequer requests, and implementation of pending bills action plans.
- **KRA 2: Intergovernmental Coordination, Institutional Performance, and Human Resource Management.** KRA 2 will support national and county government initiatives toward strengthening intergovernmental coordination, institutional performance, and HRM. The national level activities financed through Investment Project Finance (IPF) will support the development of policy and administrative procedures for the operationalization of intergovernmental, intercity, and inter-municipality forums. The IPF will also support the development of guidelines including on county HR and skills audits, model organization structures for customization by counties, and performance management. DLIs under this KRA will target counties implementing recommendations of HR, skills, and payroll audits; aligning county staffing with departmental functions in select sectors; and improving credibility of the payroll.
- **KRA 3: Oversight, Participation and Accountability.** KRA 3 will support improvements in oversight, participation, and accountability. The IPF component will support the development of guidelines on project stocktaking, community-led project management committees, and climate change risk screening and preparedness (including assessment of the climate resilience of existing infrastructure assets). It will also support the rollout of the county (Public Investment Management (PIM) framework. The expected outcomes include the establishment of project management committees, county compliance with the PIM framework, and the development and operationalization of a county investment dashboard with a citizen feedback interface (which is used to improve public investments). Additionally, it is expected that county assemblies will establish fiscal bureau to strengthen the role of the legislatures in budget scrutiny and oversight.

The implementation arrangements for KDSP II will reflect lessons learned under the first KDSP and will be consistent with the existing intergovernmental architecture to ensure more efficiency, better coordination, and ownership. At the national level, arrangements will include the

following organs.

- The National Project Steering Committee (NPSC) - the top decision-making organ responsible for providing policy guidance and oversight for the Program.
- Program Technical Committee (PTC) - responsible for handling technical and operational issues and deliberating and preparing items for decision-making by the PSC, reviewing Operation implementation progress, reviewing and verifying APA reports, identifying and addressing technical issues during implementation, and advising the PSC on strategic matters.
- The National Project Coordinating Unit (NPCU) - responsible for day-to-day operations, including procurement, financial management, monitoring and evaluation, social and environmental safeguards, and occupational safety and health.

Reporting to the NPC, the Program communications specialist will be responsible for the planning and execution of the Program communications strategy for maintaining healthy internal and external relations.

### **Responsibilities**

- Develop a quality program communications strategy and an implementation plan.
- Conduct awareness creation raising activities to create understanding of the Program's interventions to counties, communities, program staff and partner institutions. These could include campaigns, events, project launch, workshops, etc.
- Produce branded outreach, information, education, and communication materials, press releases, statements, and news summaries for use on appropriate mass media, newsletters, website, launch events and social media.
- Establish and maintain media relations to expand reach about the project.
- Provide quality control and assurance of Program reports and other materials communicating Program operations, guidelines, and progress.
- Work together with ICT Officers to design, populate and maintain the Program's website, create and run the Program's social media channels.
- Facilitate capacity building for communication officers in the counties to strengthen their ability to effectively communicate program activities in their counties.
- Document and disseminate the Program success stories.
- Maintain the project in-house information resource center (library) of relevant project documents/publications, including any externally acquired documents/materials.
- Monitor national, regional, and international media and regularly update NPC of any media coverage relevant to KDSP II work.
- Perform any other duties as may be assigned from time to time by the NPC

### **Qualification and Experience**

The consultant shall have the following qualifications:

- Master's Degree in a relevant field, such as Development Communication, Journalism, Public Relations or related field from a recognized university
- A minimum of ten (10) years of professional experience in communication work preferably development communications, public relations, or a related field; experience working with donors funded projects and/or government agencies implementing donor funded projects, and sound understanding of devolution is desirable.
- Capability and proven experience in crafting communications strategies with an eye

toward results-based management.

- Excellent knowledge of media landscape in Kenya
- Excellent editorial, written and verbal communication skills in English
- Demonstrated ability in the collection, collation, and analysis of data in different formats
- Capability and proven experience crafting messages in various formats (press releases, websites, success stories, tweets, etc.) targeting a variety of audiences.
- Proven ability to use social media platforms
- Familiarity with branding ethics standards and compliance.
- Familiarity with website development and diverse digital media platforms
- Ability and proven experience in multi-tasking, in taking initiative, working effectively under pressure and as member of a team
- Effective interpersonal skills and ability to diplomatically handle sensitive situations with different stakeholders
- Knowledge/experience in handling audio-visual equipment will be an added advantage

### **Deliverables**

- Program communications strategy and plan
- Branded outreach materials including IEC, press releases, statements, and news summaries, FAQs, Factsheets
- Regular briefings, public information events, and press conferences
- In collaboration with the Knowledge Management Specialist support the Program in-house information resource center (library) of relevant project documents/publications, including any externally acquired documents/materials
- Documented and disseminated success stories for the Program
- Capacity building for county communications specialists
- A consolidated monthly progress report detailing tasks performed/achievements against targets, challenges and recommendations to address the challenges.

### **Administration of the Consultancy**

The client will designate the National Program Coordinator as the Consultant's Supervisor, who shall be responsible for coordination of activities of the consultant. On a day-to-day work basis, the consultant shall work and report to the National Program Coordinator.

### **Responsibility of the Client**

The client will provide working space adequately equipped and furnished, 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 consultant's 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 P-R rates. Any other expenses incurred related to the duties assigned, shall be reimbursed as appropriate. All individual travel shall be approved prior to the task by the National Program Coordinator.

## **Responsibilities of the Consultant**

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

The consultant is expected to undertake activities that will ensure that outputs are consistent with the professional and legal requirements. All outputs will be presented using modern techniques/technology. It is also required that the data is generated through a consultative process that guarantees authenticity and ownership.

## **Reporting Requirements**

The Consultant 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 Consultant shall also, where required, prepare summary of status report(s) emanating from project activities for communication purposes. All reports prepared by the Consultant shall be reviewed and submitted to the National Program Coordinator.

The consultant will submit to the National Program Coordinator, a monthly timesheet, monthly progress report, and a supporting invoice, as the basis for payment for the consultancy services.

## **Remuneration**

The communication Expert shall be remunerated based on a monthly rate, which will be negotiated with the successful candidate during negotiations. Remuneration will be based on national competitive rates, commensurate with the selected candidate's area of expertise and work experience provided he or she has satisfactorily fulfilled all requirements stipulated hereinabove.

Payment shall be monthly upon submission and approval of the monthly reports, timesheets and invoice. Costs incurred by the Consultant outside the head office will be reimbursed upon submission of a statement of expense and verifiable supporting documentation.

## **Selection Method**

Selection of the Individual Consultant will be in accordance with World Bank's Procurement Regulations for IPF Borrowers July 2016 Revised November 2017 and August 2018 ("Consultant Guidelines") and GoK Public Procurement and Asset Aisposal Act 2015 and Regulations 2020. The selection criteria will be solely based on individual experience and qualifications as per the details provided in the latest CV and supporting documents.