



REPUBLIC OF KENYA

MINISTRY OF DEVOLUTION AND PLANNING

STATE DEPARTMENT OF DEVOLUTION

TERMS OF REFERENCE

**CONSULTANCY SERVICES TO IMPLEMENT PUBLIC RELATIONS, COMMUNICATION
AND EVENTS MANAGEMENT STRATEGY FOR DEVOLUTION
(RESERVED FOR WOMEN)**

1. Introduction

The three State Departments of the Ministry of Devolution and Planning largely provide leadership, coordination and an enabling environment for national planning, management of the devolution affairs, emergency and humanitarian assistance and community mobilization.

Specifically the Ministry of Devolution and Planning is mandated under Section 121 of the County Government Act 2012, to provide capacity building support and technical assistance to County Governments to empower them to provide effective and efficient services to citizens. Civic education, public participation and access to information are key principles necessary for the successful management of Counties.

The Ministry has developed a three year Information, Education and Communication Strategy that seeks to fill the communication gaps in area of civic education, public participation and public communication at both the National and County Government levels. The Ministry has also developed a

Devolution Policy that provides policy direction to the players in the devolved system of government.

Further the Ministry is taking lead on the localization of the Sustainable Development Goals (SDGs), planning frameworks including the Medium Term Plan III, Guidelines for County Integrated Development Plans (CIDPs), Monitoring and Evaluation Policy among other key areas of strategic leadership.

Given these critical functions, the Ministry of Devolution and Planning now seeks to employ the services of a communication and public relations firm to implement its IEC strategy for 12 months with particular emphasis on:

- a) Creating positive media presence and public relations for the Ministry and its activities;
- b) Raising awareness of the Ministry functions, activities and achievements
- c) Supporting the Ministry's projects and programmes
- d) Managing all public relations and communication pertaining to the Ministry

2. Overall Objective

The overall objective of this consultancy is to raise the public profile of the Ministry of Devolution and Planning nationally

1. Specific objectives

- a) To improve the internal and external communication of the Ministry of Devolution and Planning;
- b) To create and sustain positive awareness of the functions, activities and achievements of the Ministry and
- c) To win public support and participation in MODP's programmes and activities.

3. Scope of Services

The firm will implement the IEC implementation plan which will support the overall Ministry strategic marketing and communications plan for the year. The scope of services to be rendered include but are not limited to:

- a. Implementation of a comprehensive Media Relations Strategy;
- b. Identification and Training of journalists on effective reporting on devolution matters;
- c. Training MoDP staff on media relations;
- d. Implementation of a comprehensive Digital/Social Media Strategy;
- e. Implementation of a comprehensive Public Relations Strategy, event planning and management; and
- f. Instituting and implementing a clear Monitoring and Evaluation strategy and framework to track progress and measures of success in relation to implementation of IEC strategy.

To achieve this, the firm will undertake the following activities:

a) **Implementation of a comprehensive, communication strategy**

The firm will be responsible for reviewing the Ministry's communication and information needs and developing action plans for its improvement and implementing the action plans.

b) **Media Relations**

1.1.1 The firm will liaise with the media to ensure that the functions and activities of the ministry are effectively covered and receive wider publicity, especially in the mainstream media. It will also identify journalists or columnists who report on devolution matters and work with communications officers in the ministry to organize training for these journalists to effectively report on devolution matters.

c) **Brand and Reputation management**

The firm will review the Ministry's positioning, develop and implement an overarching as well as a programmatic brand strategy. The brand strategy will be agreed upon through consultation and clearly documented for reference. The firm will work at positioning the Ministry to ensure it maintains a positive image.

d) **Media Monitoring**

The firm will monitor all mass media including: newspapers and magazines, social media, websites, TV stations and radio stations for all mentions and

coverage of the Ministry and related activities. The firm will also monitor all advertising campaigns to ensure that the procured services are run as per the media schedule.

e) Translation of materials produced in the Ministry

The firm will be responsible for translating all IEC materials from the Ministry into Kiswahili to ensure that this information can be used by a wide range of audiences.

4. Deliverables

a) Implementation of the Ministry's IEC Strategy

This will include:

- i. Comprehensive action plan including a clearly defined strategy for increasing the visibility of the Ministry;
- ii. Details of media channels and tools that will be employed;
- iii. A comprehensive Public Relations Plan;
- iv. Articles carried by the media identified;
- v. Output monitoring report;
- vi. A social media strategy for the Ministry

b) Brand and Reputation Management

- i. Brand Audit report;
- ii. Reputation analysis report;
- iii. Brand positioning report;
- iv. Communication Plan;
- v. Corporate Identity System;
- vi. Brand ID standards manual to guide the use and application of the brand
- vii. Development of a Website and an online system

c) Media Monitoring

- i. Monthly report showing newspapers and magazine clippings and links to video and audio on devolution matters;
- ii. A monthly report, analyzing Ministry perceptions and coverage.

- This report should also include online mentions.
- iii. Post event/campaign report.

d) Translation of communication material

- i. Translation of all Information Education and Communication (IEC) materials into Kiswahili.

e) Reporting and Communication

The firm will be required to report to and communicate with the Ministry for all work to be performed under the Contract as follows:

- i. Provide comprehensive communication report on a quarterly basis;
- ii. Provide performance-monitoring reports for Public Relations and digital campaigns, as required.
- iii. Facilitate and maintain regular communication with the Ministry and immediately notify the Ministry of any issues or concerns related to any work performed under the Contract, as they arise.

5. Obligations of the Firm

The firm shall be responsible for the provision of all the personnel and technical resources to carry out the services; and shall make own arrangements for transport, accommodation, insurance, utilities, taxes and statutory obligations.

6. Obligations of the Client

The client shall be responsible for the sourcing of venues for meetings, desk review materials and any other necessary information to support the carrying out of the contract.

7. Duration

The assignment is expected to be for a period of 12 months from the signing of the contract.

8. Reporting and management of the assignment

The firm shall report to the Principal Secretary, State Department of Devolution.

9. Qualifications

This assignment requires a firm with skills and expertise on communication matters. The team leader should have the following qualifications:

- a) Must have a master's degree in communication, development studies, public sector administration, law or any other relevant field;
- b) Must have a minimum of five years demonstrable experience working with a variety of stakeholders including government partners, donors, sub national government officials, media, public relations, think-tanks, policy makers,
- c) Experience in training public sector in media and communication;
- d) In addition, the team leader must be a member of a relevant professional association such as Chartered Institute of Marketing (CIM), Marketing Society of Kenya (MSK), Public Relations Society of Kenya (PRSK) or Chartered Institute of Public Relations (CIPR)
- e) Excellent written, editorial and verbal communication skills
- f) Sound understanding of devolution in Kenya is an added advantage
- g) A team player with excellent interpersonal skills.

10. Requirement for the Firm

- i. Provide the qualifications and CV of at least five support staff with established track record in the following: communication, outreach, knowledge management, video and graphic development and editing, proofreading, and copy editing and knowledge and experience in social media management.
- ii. The firm should have carried out at least three (3) similar assignments in the recent past.
- iii. The firm must submit the Access to Government Procurement Opportunities (AGPO) Certificate for Women).

11. Technical Evaluation Criteria

The following schedule shows the criteria and scores to be used in technical evaluation.

Criteria	Points	Score
1. Specific experience of the consultant related to the assignment: a. At least three similar assignments within the last two years b. Experience with public sector organizations	20%	15 5
2. Adequacy of the proposed work plan and methodology in responding to the terms of reference: a. Understanding of the TOR b. Proposed Methodology c. Detailed Work plan	40%	5 30 5
3. Qualifications and competence of the key staff for the assignment: a. Team Leader (CV and qualifications in response to TOR) b. Experience and qualification of additional staff proposed for the assignment	35%	25 10
4. Training: a. Training proposal and program	5%	5
TOTAL		100

Only Technical Proposals that attain a minimum of 70% score shall be considered responsive and shall proceed to the next stage (financial evaluation).