



REPUBLIC OF KENYA



ATHI WATER WORKS
Accelerating Access to Water and Sanitation

ATHI WATER WORKS DEVELOPMENT AGENCY

REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – COMMUNICATION EXPERT)

COUNTRY:	Kenya
Project:	NAIROBI RIVERS REHABILITATION AND RESTORATION PROGRAM: SEWERAGE IMPROVEMENT PROJECT PHASE II (NARSIP II)
Assignment Title:	PROJECT COMMUNICATION CONSULTANCY.
REOI No.	AWWDA/NARSIP II/CS/08/2022

- The Government of Kenya (GoK) on behalf of Athi Water Works Development Agency (AWWDA) has received financing from the African Development Bank (AfDB) towards the cost of the Nairobi Rivers Rehabilitation and Restoration Program Sewerage Improvement Phase II (NARSIP II) and intends to apply part of the amount for this loan to payments under the Project Communication Consultancy.
- The objective of the assignment is to engage a communication expert to provide institutional communication support and undertake strategic communication, stakeholder engagement, media management and creative production for the Nairobi Rivers Rehabilitation and Restoration Program: Sewerage Improvement Project phase II.
- The scope of individual consultancy services will include but not limited to the following:
 - Support general public communication activities of AWWDAs related to the NARSIP II project through the drafting of talking points, speeches, press releases, Op-Eds, interviews, events, photos and other communication products;
 - Liaise with the local media based on areas of operations (print, electronic, blogosphere) to ensure coverage and exposure of AWWDAs events related to NARSIP II Project in the respective areas;
 - Edit general reports, policy briefs, and other materials like power point presentations for NARSIP II related area-specific;
 - Edit media related content such as Op-eds, articles, press releases and facilitate their publication in the press.
 - Manage the stakeholder engagement programme including making and maintaining contact with stakeholders (local, national, international) and advising on and supporting colleagues to develop mutually beneficial relationships with key stakeholders
 - Support the AWWDAs Communication Lead (Manager) and Communications Team at the Ministry of Water, Sanitation and Irrigation in preparation, production and dissemination of educational material including print, electronic media on issues related to the project;
 - Support the AWWDAs Communication Lead (Manager) and Communications Team at the Ministry of Water, Sanitation and Irrigation to plan, manage and execute high profile events within the specific area of operations;
 - Identify media opportunities and track communication impact;
 - Coordinate with the AWWDAs Communication Lead (Manager) and other Focal Person (s) to identify strategic opportunities to increase the visibility of AWWDAs and AfDB work, especially in areas relating to NARSIP II Project;
 - Take lead in developing project content for a quarterly AWWDA newsletter and its dissemination.
 - Take lead in developing content, collection of footage, and scripting for production of documentaries and short videos showcasing impact of AWWDA's work facilitated by AfDB support, for dissemination to stakeholders;
 - Take lead in developing (region-specific) project content for publishing in the AWWDAs website, Facebook page, and other social media platforms in collaboration with the AWWDAs Information Communication Technology (ICT) team
 - Develop, maintain and update a digital photo record for specific area of assignment within the project scope
 - Develop human stories, impact and success stories relating to NARSIP II programs for media, website, social media handles
- The consultancy services will be carried out over a period of 24 Months
- The Athi Water Works Development Agency (AWWDA) now invites individual consultants to submit their interest in providing these services. Interested consultants must provide information on their capacity and experience in relation to the assignment, (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills, etc.).
- The minimum requirements are: -
 - A minimum of bachelor's degree in public relations and communication including journalism, political science or related field, with sufficient practical experience in public communication.
 - At least eight years of practical work experience in leading teams to develop and execute strategies in development communications, public relations, and media relations, preferably in an agency setting.
 - A combination of skills and knowledge in both print and visual communications. Knowledge in, and handling of communication equipment is an added advantage
 - A demonstrated strong knowledge of and interest in Vision 2030, Medium Term Plans and Big 4 Agenda of the Government of Kenya (GOK)
 - A general understanding of projects implementation activities.
 - Proven excellence, enthusiasm, and creative/journalistic writing skills, and approach to communications that spur active public debates. Demonstrated ability to conceptualize and develop visual media content is an advantage
 - Proven ability and knowledge of social media platforms, mainly Facebook, Twitter, Newsletters, and website management among others.
 - A good social media following, traffic, and engagement, especially with young people will be an added advantage.
 - Excellent written and verbal communication in English
 - Capability and proven experience in developing and executing 360-degree communications strategies and public awareness campaigns.
 - Demonstrate ability to put together a team of professionals to undertake the assignment
 - List of at least 4 similar assignments in the past, with 3 professional references
 - Experience in leading teams to produce high-impact and creative content, PSAs and advertisements for a variety of audiences (below-the-line and above-the-line).
- Interested individual consultants must provide information with evidence that they are qualified and experienced to perform this assignment. For that purpose, documented evidence of recent and similar services shall be submitted. In addition, they should include a proposal for undertaking the assignment along with a financial proposal including the reimbursable cost for their office, accommodation, communication, report production, transport, documentary shooting, Project 3D Video, Albums, media interview and coverage and any other associated costs.
- The Consultants' proposals shall be evaluated on the following criteria as expressed in their updated resume/proposal.
 - Similar/Relevant Assignments undertaken 30%
 - General Qualifications & Adequacy 30%
 - Educational level compared to the field of assignment 20%
 - At least 8 years of relevant experience 10%
 - Language proficiency in English. 5%
 - Knowledge of Athi Water Works Development Agency's Mandate 5%
- Interested Individual consultants may obtain further information at the address below during office hours 0800 to 1700 Hours from Monday to Friday excluding lunch hour (1300 to 1400Hrs) and public holidays.
- Expressions of interest must be delivered to the address below by **21st February, 2023 at 12.00 noon East African time** and mention 'Project Communication Consultancy'.

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