



REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – COMMUNICATION EXPERT)

Country :	Kenya
Project :	KENYA TOWNS SUSTAINABLE WATER SUPPLY AND SANITATION PROGRAM (KTSWSSP)
Assignment Title:	CONSULTANCY SERVICES FOR PROJECT COMMUNICATION & DOCUMENTARY.
REOI No.	AWWDA/KTWSSP/CS/12/2024

- 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 Kenya Towns Sustainable Water Supply and Sanitation Program (KTSWSSP) and intends to apply part of the amount for this loan to payments under the **Consultancy Services for Project Communication & Documentary.**
- 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 Kenya Towns Sustainable Water Supply and Sanitation Program (KTSWSSP) Athi Cluster.
- The scope of individual consultancy services will include but not limited to the following:

Construction Phase:

- Public Awareness and Outreach - Develop clear and concise messaging about the project's purpose, benefits, and timelines. Utilize various communication channels (e.g., town hall meetings, website updates, social media) to reach diverse audiences.
- Stakeholder Engagement - Identify key stakeholders, including residents, businesses, environmental groups, and government officials. Establish regular communication channels with stakeholders through meetings, newsletters, and community forums.
- Media Relations - Develop media kits with project information and key contact details. Proactively engage with media outlets to share project updates and address any concerns raised in the media.
- Construction Updates - Regularly share updates on construction progress, milestones achieved, and anticipated timelines. Communicate any potential delays or disruptions in a timely and transparent manner.

Post-Construction Phase:

- Project Completion Announcement - Develop press releases and public announcements celebrating the project's completion. Organize events such as commissioning to showcase the completed project and its benefits to the community.
- Benefits Communication - Clearly communicate the positive impacts of the new water and sewerage system, such as improved water quality, increased sanitation, and environmental benefits. Provide information on how to access and use the new system effectively.
- Public Education - Develop educational materials (e.g., brochures, public service announcements) on water conservation practices and responsible wastewater disposal to promote responsible use of the new infrastructure.
- Maintaining Open Communication Channels - Maintain communication channels established during construction to address any post-construction concerns or issues related to the water and sewerage system.

- The consultancy services will be carried out over a period of 12 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 twelve years of work experience working in public communications
 - A combination of skills and knowledge in both print and visual communications including knowledge in and handling of communication equipment is an added advantage
 - A demonstrated strong knowledge of and interest in Vision 2030 and Big 4 Agenda of the Government of Kenya (GOK)
 - 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 communications in English
- 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.
- 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 12 years of relevant experience	10%
• Language proficiency in English.	5%
• Knowledge of Athi Water Works Development Agency's Mandate	5%
- Consultants shall be selected through comparison of qualifications of the candidates (not to exceed six) among those who have expressed interest in the assignment or have been approached directly by the Borrower. Individuals considered for comparison of qualifications shall meet the minimum relevant qualifications and those selected to be employed by the Borrower shall be the best qualified and shall be fully capable of carrying out the assignment. Capability is judged on the basis of academic background, experience, and, as appropriate, knowledge of the local conditions, such as local language, culture, administrative system, and government organization"
- Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance with Guidelines for recruitment of Individual Consultants under the "Procurement Policy for Bank Group Funded Operations" dated October 2015, which is available on the Bank's website at <http://www.afdb.org>.
- 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 **24th September, 2024 at 12.00 noon East African time** and mention Consultancy Services for Project Communication and Documentary

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