



REPUBLIC OF KENYA

**MINISTRY OF CO-OPERATIVES AND MICRO, SMALL AND MEDIUM
ENTERPRISES DEVELOPMENT (MCMSME)**

**STATE DEPARTMENT FOR MICRO, SMALL AND MEDIUM
ENTERPRISES DEVELOPMENT (SDMSME)**

KENYA JOBS AND ECONOMIC TRANSFORMATION (KJET) PROJECT

(P179381)

PROJECT IMPLEMENTATION UNIT (PIU)

TERMS OF REFERENCE

RECRUITMENT OF A COMMUNICATION SPECIALIST

PROJECT IMPLEMENTATION UNIT (PIU)

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1.0 INTRODUCTION

The Government of Kenya (GOK), with the support of World Bank, is implementing the Kenya Jobs and Economic Transformation (KJET) Project, a significant initiative aimed at addressing key constraints within government and market systems that hinder the creation of high-quality jobs and the adoption of environmentally sustainable practices by Micro, Small, and Medium Enterprises (MSMEs). The Project Development Objective (PDO) is to ‘increase private sector investments, access to markets and sustainable finance to create and improve jobs.

The project targets several critical challenges including: overly complex regulatory frameworks; insufficient promotion of Foreign Direct Investment (FDI); lack of coordination between buyers and suppliers; information gaps about market capabilities and requirements; and the negative impacts of climate change.

KJET is designed to build upon and enhance the existing and planned analytical work of the World Bank and the GOK, as well as other Programmes that focus on different elements of the Jobs and Economic Transformation (JET) agenda. Its design is informed by insights from the 2019 Country Private Sector Diagnostic (CPSD), the 2022 sub-national Competitiveness for JET Analytical and Advisory Services (ASA), and the 2023 Country Economic Memorandum (CEM).

These Terms of Reference are intended for the recruitment of a **Communication Specialist** for the KJET Project Implementation Unit (PIU) at SDMSME.

1.1 THE KEY COMPONENTS OF KJET PROJECT

KJET Project includes the following components and sub-components:

Component 1: Strengthening Business and Investment Enabling Reforms;

Component 2: Enhancing MSME Cluster Competitiveness;

- Subcomponent 2.1: Technical Assistance (TA) on Competitive Cluster Development Initiatives
- Subcomponent 2.2: Building Capacities of MSME Clusters;

Component 3: Scaling Up Green Financing and Strengthening Climatic Resilience for SMEs;

- Subcomponent 3.1: Scaling Up Green SME Financing;
- Subcomponent 3.2: Strengthening MSMEs Climatic Resilience; and

Component 4: Project Management, Monitoring and Evaluation.

1.3 PROJECT STRUCTURE

1.3.1 Implementing Ministries

The project will be implemented through both the Ministry of Cooperatives and Micro, Small and Medium Enterprises Development (MCMSME) and the Ministry of Investment Trade and Industry (MITI). While MITI will implement Component 1 (Strengthening Business and Investment Enabling Reforms) and Component 3 (Scaling up Green Financing and Strengthening Climatic Resilience for SMEs), the MCMSME will implement Component 2 (Enhancing MSME Cluster

Competitiveness) and will act as the over-arching Ministry in charge of overall project reporting and management.

1.3.2 Project Steering Committee (PSC)

KJET will establish a governance structure through a Project Steering Committee that will be chaired by the Principal Secretary (PS), SDMSME under MCMSME and co-chaired by PS, State Department for Investments Promotion (SDIP) under MITI, with support from the Project Implementation Unit (PIU) acting as the secretariat.

The PSC will assume oversight over project implementation functions and PIUs including, among other functions: (i) Oversight of overall implementation of the project; (ii) Provision of supervision support, including monitoring project results; (iii) Ensuring inter-agency coordination within GOK required for project implementation and (iv) Review/approval of annual work plans, periodic progress reports, annual procurement plans, and budgets.

1.3.3 Project Implementation Unit (PIU)

Two (2) dedicated Project Implementation Units (PIUs), one in each ministry, will manage day-to-day project operations. The PIU under MITI's State Department for Investments Promotion will coordinate Components 1 and 3, with the Kenya Development Corporation (KDC) assisting in implementation. Meanwhile, the PIU under SDMSME-MCMSME will coordinate Component 2, spearheaded by the Micro and Small Enterprises Authority (MSEA), and oversee overall project reporting. Each PIU will include specialists in environmental, social safeguards, and communication. They will set annual performance targets approved by the respective Principal Secretaries and the World Bank.

The SDMSME's PIU will serve as the main coordinating unit, managing reporting, missions, and project manuals. SDMSME will closely collaborate with MITI's State Department for Investments Promotion.

2.0 SCOPE OF SERVICES

2.1 Strategic Communication Planning: Develop a comprehensive communication strategy for the entire project (with input from SDIP PIU and the relevant project beneficiaries) aligned with project objectives, target audiences, and stakeholders' needs. This includes identifying key messages, communication channels, and tactics to effectively disseminate project information and engage with stakeholders.

2.2 Stakeholder Engagement and Outreach: Implement proactive stakeholder engagement initiatives to foster dialogue, build trust, and manage expectations among project stakeholders. This involves organizing consultation meetings, workshops, focus groups, and community events to solicit feedback, address grievances, and promote participation. Collaborate with implementing agencies on communication drives to onboard project beneficiaries and administer project interventions and maintain point of contact for project stakeholders.

2.3 Knowledge Management and Reporting: Manage the collection, analysis, and dissemination of project-related information, data, and knowledge products to internal and external stakeholders

(while working closely with the project Monitoring and Evaluation (M&E) specialists and coordinating with other implementing agencies). This includes producing regular progress reports, success stories, case studies, and lessons learned documents to showcase project achievements, challenges, and impact.

3.0 OBJECTIVE OF THE ASSIGNMENT

The main objective of the Communication Specialist's assignment is to develop and oversee implementation of a comprehensive communication strategy for the KJET Project to enable the SDMSME PIU and other KJET implementing entities to effectively engage with its various stakeholders.

4.0 KEY TASKS AND RESPONSIBILITIES

Specific tasks include the following:

- i. Create Awareness on KJET Project through appropriate outreach products;
- ii. Develop information material (Fliers, brochures, FAQs, Presentations, documentaries) to highlight the progress of the KJET;
- iii. Manage and coordinate production of various information to build understanding and support of the project;
- iv. Respond to queries on KJET project by prospective investors, private sector, public agencies and the citizenry;
- v. Develop press releases, fact sheets, holding statements and newspaper supplements to keep the media and the country well informed of the KJET agenda;
- vi. Co-ordinate and manage Public Notices, Advertisements and Promotional Campaigns as may be required from time to time;
- vii. Co-ordinate media appearances/interviews for resource persons in KJET Implementing Entities;
- viii. Manage any crisis communication that may arise including drafting responses to misinformation in the media;
- ix. Positively highlight results and achievements of the KJET project; and
- x. Perform any other duties as may be assigned by the Programme Coordinator.

5.0 QUALIFICATIONS AND EXPERIENCE

The candidates should have the following desired qualifications and experience:

- i. A Bachelor's Degree in Communication, Mass Media, Public Relations or a related field from a recognized institution;
- ii. A Master's Degree in Communication, Mass Media, Public Relations or a related field from a recognized institution;
- iii. A minimum of ten (10) years of professional experience in communication work in senior management of a communication function;
- iv. Demonstrated experience in developing and implementing successful public communication strategies and campaigns;

- v. Demonstrated experience in the preparation and implementation of public communications plan for infrastructure development projects;
- vi. Outstanding communication skills both in written and spoken medium with a strong command of English and Kiswahili languages;
- vii. Strong interpersonal and team skills;
- viii. High level of reliability and integrity; and
- ix. Membership to a relevant professional body where applicable.

6.0 REPORTING

The Communications Specialist will enter into a contract with the State Department for MSMEs Development and will report to the Project Coordinator for day-to-day activities.

7.0 DELIVERABLES

The Communication Specialist will be tasked with the following deliverables throughout their assignment, ensuring they meet the expectations of the Project Coordinator and adhere to the established guidelines:

1. **Communications Strategy:** Develop a strategic communications plan that outlines clear objectives, identifies target audiences, crafts key messages, and specifies tactical approaches to effectively promote the Kenya Jobs and Economic Transformation (KJET) Project.
2. **Outreach Products:** Design and produce a variety of outreach materials, such as brochures, flyers, newsletters, and digital content, aimed at increasing project visibility and engaging key stakeholders.
3. **Results Stories:** Create engaging and informative results stories in diverse formats, including print articles, blog posts, and multimedia content, to showcase the impact and successes of the KJET Project.
4. **Quarterly Reports:** Compile and deliver comprehensive quarterly reports that detail communication activities, assess performance against objectives, and provide insights and recommendations for enhancing project outreach and engagement.

8.0 DURATION OF ASSIGNMENT

The Communication Specialist will be contracted for an initial period of one year. The contract will be renewed based on project requirements and the specialist's performance, ensuring continued alignment with the project's objectives and needs.

9.0 FACILITIES TO BE PROVIDED

The Project Implementation Unit (PIU) will provide the Communication Specialist with office facilities, essential utilities, office services, stationery and office supplies, use of a computer and printer, and other materials as necessary.

10.0 LOCATION OF ASSIGNMENT

The duty station for this role will be Nairobi, Kenya. The Communication Specialist will be based within the Project Implementation Unit (PIU) under the State Department for MSMEs Development.

11.0 INDICATIVE PAYMENT TERMS

This is a monthly-based contract where the Communication Specialist shall be paid an agreed gross salary staff month rate.