



REPUBLIC OF KENYA

MINISTRY OF CO-OPERATIVES AND MICRO, SMALL AND MEDIUM
ENTERPRISES (MSMEs) DEVELOPMENT
STATE DEPARTMENT FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(MSMEs) DEVELOPMENT

NATIONAL YOUTH OPPORTUNITIES TOWARDS ADVANCEMENT (NYOTA)
PROJECT

EXPRESSION OF INTEREST FOR RECRUITMENT OF PROJECT SPECIALISTS

BACKGROUND

Transforming the Micro, Small and Medium Enterprises (MSMEs) Economy is among the five pillars of the Government's Bottom-up Economic Transformation Agenda (BETA). The MSMEs are key players in the production of goods, industrialization, innovation and creation of employment that impact directly on the Country's economy.

In this endeavor, the Government of Kenya (GOK), with the support of World Bank, is implementing the **National Youth Opportunities Towards Advancement (NYOTA) Project**, an initiative whose aim is to support better employment outcomes and improved savings through integrated interventions that address the multitude of constraints that Kenyan youth face while also building their entrepreneurship skills.

The overall objective of the project is to “**increase employment, earnings, and promote savings for targeted youth, at national scale**”. The different components of the projects include: (1) Improving youth employability; (2) Expanding employment opportunities; (3) Supporting youth savings; and (4) Strengthening youth employment systems, capacity, and Project management. The State Department for Micro, Small and Medium Enterprises (MSMEs) Development is implementing sub-component 4.2 on Monitoring and evaluation and delivery systems.

The State Department for MSMEs Development is seeking to recruit **three (3) Project Specialists** to support the implementation of NYOTA sub-component 4.2. The Project Specialists will be contracted for an **initial period of 12 months**. The contract will be renewed after 12 months based

on project requirements and the Specialists' performance, ensuring continued alignment with the project objectives and needs. This is a **monthly-based contract** where the Specialists shall be paid an agreed gross salary staff month rate. The duty station for these roles will be Nairobi, Kenya.

Applications are invited from suitably qualified **KENYAN** candidates for the advertised vacant positions shown here below:

S/No.	JOB TITLE	NO. OF POSTS	VACANCY NO.
1..	Monitoring and Evaluation (M&E) Specialist	1	1/2025
2.	Communication Specialist	1	2/2025
3.	Digital Analyst Specialist	1	3/2025

HOW TO APPLY

1. Completed applications documents are to be enclosed in plain sealed envelopes, marked with the vacancy number and job title together with detailed Curriculum Vitae, certified copies of Academic and Professional Certificates, and contact details of at least three (3) referees should be address to: -

The Principal Secretary,

**State Department for Micro, Small and Medium Enterprises (MSMEs) Development,
P.O Box 30547 - 00100
NAIROBI.**

And deposited in the **TENDER BOX** located **along Bishop Road, Social Security House, Block A, Western Wing, Mezzanine Floor**, so as to be received on or before **Tuesday 1st April, 2025, 10.00am East African Time** and immediately thereafter opened in the presence of the candidates or their representatives who choose to attend at the **along Bishop Road, Social Security House, Block A, Eastern Wing, 11th Floor Boardroom Room.**

2. All submitted completed application documents shall be properly bound and serialised in each page.
3. Interested eligible qualified candidates may obtain further information at the **Head of Supply Chain Management Services Office at the State Department for Micro, Small and Medium Enterprises (MSMEs) Development Headquarters, located along Bishop Road, Social Security House, Block A, Western Wing, Mezzanine Floor**, during normal working hours from **8.00am to 5.00pm East African Time.**
4. Interested eligible qualified candidates shall submit **ONE ORIGINAL (1 No.)** and **One (1 No.)** copy of the application documents.

5. Complete detailed Terms of Reference (ToR) may be down loaded free of charge by the interested eligible qualified candidates at www.msme.go.ke and www.tenders.go.ke.
6. Female candidates and Persons Living with Disability (PLWDs) are encouraged to apply.
7. The Government of the Republic of Kenya reserves the right to accept, terminate or reject the application in whole or part before award.

NOTE:

Those who had submitted their Expression of Interest in response to the earlier advertisement should not reapply unless they are enhancing their bid.



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**NATIONAL YOUTH OPPORTUNITIES TOWARDS ADVANCEMENT (NYOTA)
PROJECT**

(P179414)

PROJECT IMPLEMENTATION UNIT (PIU)

TERMS OF REFERENCE

RECRUITMENT OF DIGITAL ANALYST SPECIALIST

PROJECT IMPLEMENTATION UNIT (PIU)

FEBRUARY 2025

1.0 INTRODUCTION

Kenya is a young country with approximately 39 percent of its population of 47.6 million (in 2019) under the age of 15-24. A further 4 percent is over 65, leaving 27.1 million individuals (57 percent) of working age. Out of this group, some 8.3 million are inactive, and 18.8 million (69 percent) in the labour force. The labour force participation rate (LFP) is particularly low for some groups – i.e., youth (15-24) at 38 percent. Of the 18.8 million in the Kenya labour force, about 17.8 million are employed and one million unemployed, with an unemployment rate of 5 percent. The largest age cohort in Kenya is between 13 and 17 years of age and roughly one million youth will be joining the labour force each year over the next decade.

The National Youth Opportunities Towards Advancement (NYOTA) Project aims at supporting better employment outcomes and improved savings through integrated interventions that address the multitude of constraints that Kenyan youth face while also building their entrepreneurship skills. The Project represents a national scale-up of several of the successful interventions under KYEOP that aimed at improving employability and skills, as well as supporting entrepreneurs by providing them with start-up capital. NYOTA is part of a systematic country level effort across the World Bank Group's portfolio in Kenya that aims to achieve the objective of more and better jobs, greater savings, and more resilient youth.

Integrated within NYOTA is a deliberate and intentional component aimed at creating sustainable systems to support social insurance and targeting of vulnerable beneficiaries and women. The Project will offer counties participating in its programs an eligible expenditure choice to invest in and increase the beneficiaries in employability and skills as well as entrepreneurship.

These Terms of Reference are intended for the recruitment of a Digital Analyst Specialist for the NYOTA Project Implementation Unit (PIU). The skilled Digital Analyst Specialist will support the growing needs in digital analytics, strategy optimization, and data insights for the project in line with the Government's broader commitment to digital transformation and data-driven decision-making. The specialist will support in the design, development and Implementation of the MSMEs Ecosystem Platform.

1.1 BACKGROUND AND SCOPE NYOTA PROJECT IMPLEMENTATION

Transforming the Micro, Small and Medium Enterprises (MSMEs) Economy is among the five pillars of the Government's Bottom-up Economic Transformation Agenda (BETA). The MSMEs are key players in the production of goods, industrialization, innovation and creation of employment that impact directly on the Country's economy. The MSME sector further provides opportunities for absorbing low skill and economically secluded segments of the labor force including youth, women, persons with disabilities and those with low levels of education.

Unfortunately, the sector continues to face challenges revolving around lack of business skills, capital to start a business, lack of credit, lack of physical trading premises, market barriers, low adoption of technology and innovation among others. Youth-owned enterprises in Kenya are characterized by low skills in terms of technical, managerial, financial, technological aspects. Further, there exists a weak linkage between the curricula and the practical skill set required in various industries. Limited skills coupled with low entrepreneurial culture contribute to weak human and institutional capacity to undertake innovation required to boost productivity. Also, youth entrepreneurs face inadequate infrastructure for common user services/facilities, Information and communications technology (ICT) facilities, exhibition and common utilities. Unlocking the potential of the MSMEs sector across the nation is therefore critical. This can be achieved through renewed policy interventions by the Government and collaboration through partnerships with actors within the ecosystem. This will provide the sector with capacity to create sustainable decent jobs and wealth creation.

Between August 2016 and June 2023, the Government, in partnership with the World Bank, implemented Kenya Youth Employment Opportunity Project (KYEOP) which was a five (5) year Project funded through a concessional loan from the World Bank. The Government of Kenya secured funds from the World Bank to support increasing employment and earning opportunities among targeted youth aged between 18-29 years. This Project was implemented in 17 Counties. Based on the lessons learnt, the Government, with support of USD 229 million from the World Bank Group is implementing a five-year Project dubbed National Youth Opportunities Towards Advancement (NYOTA) and shall be implemented through the overall coordination of the Ministry of Youth Affairs, Creative Economy and Sports (MoYACES) with the State Department for MSME Development responsible for Sub-component 4.2

The Implementation of the Project is expected to increase employment and opportunities for earning and savings for vulnerable youth. The Project aims to reach over 800,000 youths over the 5-year Project period.

1.2 KEY COMPONENTS OF THE PROJECT

The NYOTA Project aims to support better employment outcomes and improved savings through integrated interventions that address the multitude of constraints that individuals face.

- **Component 1** of the Project focuses primarily on labor supply side constraints and offers skills training and intermediation related initiatives. The component also addresses childcare related constraints for young mothers.
- **Component 2** focuses on the labor demand side constraints and facilitates youth with aptitude for entrepreneurship with training on core business skills and provides them with seed money to start or improve their businesses. It also supports social enterprises to provide similar support to the hard-to-serve youth.

- **Component 3** of the Project focuses on helping increase opportunities for savings among targeted youth, and
- **Component 4** supports systems strengthening and Project management.

The State Department will lead implementation of sub-component 4.2 Monitoring and evaluation and delivery systems. Under this, the State Department will:

- Endeavour to support government catalytic funds develop M&E systems that will help them better target vulnerable beneficiaries. A results-based integrated monitoring and evaluation solution will be developed to support evaluation of the achievements of the key performance indicators and the intermediate indicators in relation to the objectives of government Catalytic Funds. These catalytic Funds include: Uwezo Fund, Women Enterprises Fund (WEF), Youth Enterprise Fund (YEDF) & Financial Inclusion Fund (Hustler Fund). The M&E intervention for Catalytic funds activities will assist the entities to collect data in their MIS for purposes of tracking fund performance, conducting beneficiary assessments to ascertain satisfaction or dissatisfaction with their respective interventions and support their impact evaluation activities

The system design will also include development of a data repository with forward and backward linkages for MSMEs. To further leverage on the system, the design will also integrate other aspects including access to procurement opportunities, capacity building, Youth Business Support systems and eco-system clustering among others to build a functional eco-system platform for MSMEs. The system is will thus provide government facing opportunities and private sector facing opportunities for Kenyan MSMEs.

- Provide 600,000 Youth with digital training on Access to Government Procurement Opportunities (AGPO), Uwezo Fund, WEF, YEDF, FIF (Hustler Fund), and Constituency Industrial Development Centres (CIDs).

2.0 OBJECTIVES OF THE ASSIGNMENT

The primary objective of the Digital Analyst Specialist is to support the development and implementation of an effective MSMEs Ecosystem platform which will include the development of a data-driven approach for monitoring and evaluating the allocation and impact of government catalytic funds. The specialist will use digital tools and analytics to monitor performance metrics of the MSMEs Eco-system platform, track catalytic fund distribution, and assess outcomes to ensure transparency and efficiency in fund utilization.

3.0 SCOPE OF SERVICES

3.1 Data Collection and Management

- Develop and implement a data collection framework to track performance of the MSMEs eco-system platform
- Develop and implement a data collection framework to track the allocation, disbursement and utilization of catalytic funds (Uwezo Fund, WEF, YEDF& Hustler Fund).
- Collaborate with government agencies, grantees, and stakeholders to ensure accurate and timely data reporting.
- Ensure data integrity and security through appropriate data governance measures.

3.2 Monitoring and Evaluation

- Monitor the implementation of the Digital training on AGPO, Catalytic Funds & CIDCs
- Monitor ecosystem platform performance through key performance Metrics
- Monitor fund disbursement timelines and spending patterns to ensure funds are utilized according to the established schedules and guidelines.
- Analyze key performance indicators (KPIs) related to fund effectiveness, such as job creation, private sector investment leverage, or innovation metrics.
- Develop a real-time monitoring system using dashboards and data visualization tools to provide stakeholders with insights into fund performance.

3.3 Data Analysis and Interpretation

- Employ analytic tools to track website/platform metrics to inform decision making
- Use advanced analytical tools to analyse trends in fund allocation, sectoral impact, and beneficiary performance.
- Identify areas where funds are underperforming and recommend strategies for improvement.
- Conduct predictive analysis to forecast potential risks and challenges in fund allocation and impact.

3.4 Reporting and Insights

- Prepare comprehensive reports for government officials, policymakers, and other stakeholders detailing Key performance Metrics, fund performance, impact, and areas of concern.
- Develop dashboards and visual presentations to make complex data insights easily understandable for decision-makers.
- Provide actionable insights and recommendations to optimize fund distribution and maximize socio-economic impact.

3.5 Compliance and Accountability Monitoring

- Ensure that funds are allocated and spent in accordance with government policies and guidelines.
- Monitor and flag any discrepancies, inefficiencies, or misuse of funds, and work with relevant agencies to address them.
- Provide oversight of the compliance processes, including tracking whether funds have been used for their intended purposes.

3.6 Coordination with Government Agencies and Stakeholders

- Work closely with government ministries, fund administrators, and external partners to ensure seamless data sharing and collaboration.
- Facilitate regular communication and updates with relevant government agencies to align monitoring efforts with broader policy objectives.

4.0 KEY TASKS & RESPONSIBILITIES

The Digital Analyst Specialist shall be responsible for:

- i. Support the design, development and implementation of the MSMEs ecosystem platform;
- ii. Work in collaboration with the M&E specialist to ensure streamlined operation of the M&E system
- iii. Develop and maintain self-service tools such as Dashboards that provide clear accessible data visualization
- iv. Provide clear complex data sets, identifying opportunities for growth and optimisation;
- v. Monitor, analyse and report on key performance indicators (KPIs) to assess performance and improve platform effectiveness;
- vi. Assist in defining monitoring and evaluation requirements at the different levels of implementation.
- vii. Assist in collecting, storing and data analysis in line with regulations;
- viii. Contribute to the Quarterly PIU report;
- ix. Ensure that the Annual Work Plan reflects the goals of performance metrics as agreed between SDMSME and the World Bank;
- x. Communicate concerns, issues as informed through the Digital analysis execution process to PIU Manager and seek solutions in a timely manner;
- xi. Work closely with the World Bank, Monitoring Agent, PIU, project beneficiaries and various consultants and project/sub-project stakeholders to ensure that data collected for purposes of performance evaluation is credible and of high quality;
- xii. Support the PIU and catalytic Funds by supporting coordination of baseline data collection, monthly, quarterly, periodic and annual progress/ monitoring reports on all operational activities;
- xiii. Assist PIU to develop realistic strategic action and work plans;
- xiv. Undertake any tasks assigned by the Project Coordinator for the achievement of the overall project objectives.

5.0 QUALIFICATIONS AND EXPERIENCE

Candidates for the Digital Analyst Specialist position should possess the following qualifications and experience:

1. Educational Background:

- Master's degree in data science, Business analytics, Statistics, or development economics or a related field.

2. Professional Experience:

- At least 6 years of professional experience in data analysis, monitoring and evaluation, or public sector analytics

3. Skills and Competencies:

- Analytical Skills: Strong proficiency in data analysis tools such as Excel, SQL, Python, or R.
- IT Proficiency: Experience with data visualization and dashboard development using tools like Tableau, Power BI, or Google Data Studio.
- Report Writing and Presentation: Proven ability to interpret complex datasets and provide actionable insights. Ability to communicate complex data insights in a clear and actionable manner to non-technical stakeholders
- Baseline Measurements: Expertise in developing and validating baseline measurements and indicators for results monitoring and impact evaluation.
- Communication: Excellent written and verbal communication skills, with the ability to convey complex information clearly and effectively.
- Risk Management: Competence in identifying, assessing, and managing risks, with a strategic approach to mitigating potential issues.
- Team Collaboration: Effective in working collaboratively within multidisciplinary teams, fostering a supportive and productive work environment.
- Document Drafting: Ability to produce reader-friendly documents that simplify complex findings for various audiences, including the general public.
- Language Proficiency: Excellent command of English, both written and spoken, with meticulous attention to detail.
- Organizational Skills: Strong organizational and administrative skills, with the ability to manage multiple priorities, work under pressure, and meet tight deadlines independently.
- Autonomous Work: Ability to work proactively and independently with minimal supervision.
- Adaptability: Flexibility to adjust priorities and respond innovatively to changing project demands and challenges.
- Knowledge Management: Skill in facilitating learning and knowledge sharing among project staff and stakeholders, supporting continuous improvement.

4. Preferred Experience:

- Experience in Digital Analyst roles within World Bank projects or other international development initiatives funded by global entities is highly desirable.
- Familiarity with government programs, public finance, or catalytic funds monitoring.
- Experience with geographic information systems (GIS) to track regional fund impacts.

6.0 CONDUCT OF WORK

The Digital Analyst Specialist will:

- **Report Directly:** Work closely with and report on a daily basis to the Project Coordinator.
- **Work Plan Process:** Manage their assignment through a structured work plan process aligned with the quarterly program work plan.
- **Quarterly Reviews:** Be available for quarterly project reviews held in Nairobi, ensuring ongoing alignment with project objectives and providing updates on progress.

7.0 DELIVERABLES

The Digital Analyst Specialist is required to provide the following outputs:

1. **Data Collection System:** A framework for collecting, storing, and managing data related to eco-system platform performance
2. **Real-Time Monitoring Dashboard:** A comprehensive dashboard providing stakeholders with real-time data on the performance of catalytic funds
3. **Detailed Quarterly and Annual Performance Reports:**
 - Provide a comprehensive written performance report to the Project Coordinator each quarter and annually highlighting key metrics and insights.
 - The report should detail the interventions and activities conducted during the period and outline the work plan for the next phase.
4. **Real Time Analysis reports:** Trend analysis of the platform metrics including website traffic, conversion rates
5. **Predictive Analysis Reports:** Forecasts and trend analysis to guide decision-making and optimize future catalytic fund allocation.
6. **Additional Reports:**
 - Submit any other reports as requested by the Project Coordinator, the World Bank, or relevant Ministries, Departments, and Agencies (MDAs) including compliance reports for catalytic funds
7. **Report Formats:**
 - Deliver reports in both electronic and hard copy formats, with all documents provided in English.

8.0 DURATION OF CONTRACT

The Digital Analyst Specialist will be contracted for an initial period of 24 months. This duration is intended to provide ample time for the specialist to develop and implement effective communication strategies, produce key deliverables, and contribute significantly to the NYOTA Project. The contract may 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 Digital Analyst Specialist with 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 Digital Analyst Specialist will be based within the Project Implementation Unit (PIU) under the State Department for MSMEs Development.

11.0 INDICATIVE PAYMENT TERMS

The Digital Analyst Specialist will be engaged under a monthly-based contract and shall be paid an agreed gross salary staff month rate.