



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

**STATE DEPARTMENT FOR MICRO, SMALL AND MEDIUM
ENTERPRISES DEVELOPMENT**

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

(P179414)

TERMS OF REFERENCE

RECRUITMENT OF A COMMUNICATION 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 Communication Specialist for the NYOTA Project Implementation Unit (PIU). The communication Specialist will oversee the development and implementation of a comprehensive communication strategy for the project

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:

- a. 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. 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.

- b. Provide Youth with digital training on Access to Government Procurement Opportunities (AGPO), Uwezo Fund, WEF, YEDF, FIF (Hustler Fund), and Constituency Industrial Development Centres (CIDCs), and provide sensitization and awareness creation for 600,000 youth on Government Procurement Opportunities (AGPO), Uwezo Fund, WEF, YEDF, FIF (Hustler Fund), and Constituency Industrial Development Centres (CIDCs)

2.0 SCOPE OF SERVICES

2.1 Strategic Communication Planning: -Develop a comprehensive communication strategy 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. This will be guided by the overall project communication strategy to ensure consistency of the messaging and avoid duplication.

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.

2.3 Knowledge Management and Reporting: -Manage dissemination of project-related information, data, and knowledge products to internal and external stakeholders. 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 Monitoring and evaluation and delivery systems sub-component.

4.0 KEY TASKS AND RESPONSIBILITIES

The communication specialist will work with the overall Project communication specialist to provide technical advice to the implementing agencies to ensure consistent messaging for the project.

Specific tasks include the following:

- i. Create Awareness on the MSMEs Eco-system platform and training on AGPO, CIDCs and Catalytic Funds through appropriate outreach products;
- ii. Work with the project communication specialist at SDYA and other Implementing agencies to ensure that the project communication and messaging is consistent.
- iii. Develop information material (Fliers, brochures, FAQs, Presentations, documentaries) to highlight the progress of the NYOTA under SD - MSME;
- iv. Coordinate with the SDYA for dissemination of these materials.
- v. Manage and coordinate production of various information to build understanding and support of the programme;
- vi. Respond to queries on NYOTA project by beneficiaries, private sector, public agencies and the citizenry;
- vii. Develop press releases, fact sheets, holding statements and newspaper supplements to keep the media and the country well informed of the World Bank agenda in the country;
- viii. Co-ordinate and manage Public Notices, Advertisements and Promotional Campaigns as may be required from time to time;
- ix. Co-ordinate media appearances/interviews for Programme and the Unit management and technical resource persons;
- x. Manage any crisis communication that may arise including drafting responses to misinformation in the media;
- xi. Positively highlight results and achievements of the NYOTA project;
- xii. Perform any other duties as may be assigned by the Programme Coordinator; and
- xiii. Assist in maintaining and updating a social media platform on the project with the materials and progress reports developed.

5.0 QUALIFICATIONS AND EXPERIENCE

The candidates should have the following desired qualifications:

1. A Bachelor's Degree in Communication, Mass Media, Public Relations or a related field from a recognized institution;
2. A Master's Degree in Communication, Mass Media, Public relations or a related field

3. A minimum of 6 (6) years of professional experience in communication work (preferably development communications) in senior management of a communication function, developed and implemented effective communication strategies and campaigns.
4. Outstanding communication skills both in written and spoken medium with a strong command of English and Kiswahili languages. Working knowledge in Climate Finance and Green Economy frameworks will be an additional merit. Strong interpersonal and team skills.
5. Demonstrated experience in developing and implementing successful public communication strategies and campaigns;
6. Demonstrated experience in the preparation and implementation of public communications plan for infrastructure development projects; and
7. 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 guided by the overall project communication strategy that outlines clear objectives, identifies target audiences, crafts key messages, and specifies tactical approaches to effectively promote the National Youth Opportunities Towards Advancement 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 NYOTA 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.

These deliverables should be completed with a high level of professionalism and in alignment with the project's goals, ensuring effective communication and stakeholder involvement.

8.0 DURATION OF ASSIGNMENT

The Communication Specialist will be engaged under 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 Communication 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 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.