



# *Terms of Reference*

## COMMUNICATION INDIVIDUAL CONSULTANT (JIINUE GROWTH PROGRAM)

### 1. BACKGROUND

KEPSA is the apex organization of the private sector in Kenya. It was registered in the year 2003 as a company limited by Guarantee.

KEPSA brings together local and foreign business associations, chambers of commerce, professional bodies, corporates from multinational companies, medium, SMEs, and start-ups from all sectors of the economy to enable them to speak with one voice when engaging government, development partners, and other stakeholders on cross-cutting policy issues and programs for Social - Economic Development of the Country.

#### **About Jiinue Growth Program (JGP)**

KEPSA is currently part of a 7-member consortium implementing the Jiinue Growth Program in partnership with the Mastercard Foundation. The program seeks to address the funding gap for young women and young men-owned and led Micro and Small Enterprises (MSEs) by pairing up financial support with well-tailored technical assistance, and a hands-on coordination strategy between various players in the eco-system.

### 2. SCOPE OF WORK

The Communication Consultant will be responsible for the following task

#### **Content Creation:**

- Produce high-quality, engaging content for various platforms, including press releases, magazines, social media, websites, and promotional materials.
- Ensure consistency in messaging across all communication materials.

- Prepare presentations and visual content on project scope, achievements, and progress as necessary.
- Maintain the project's library for photos, videos, and documentaries of the projects' activities.
- Develop needed success stories on main project activities.

#### **Media Relations:**

- Build and maintain relationships with local and international media.
- Prepare and disseminate press releases and media advisories.
- Organize media briefings and interviews.

#### **Digital Communication:**

- Enhance Jiinue's Growth Program online presence through the effective use of social media, website, and other digital platforms.
- Develop and implement social media campaigns to increase engagement and visibility.

#### **Stakeholder Engagement:**

- Develop and maintain communication channels with KEPSA members, partners, and stakeholders.
- Organize and facilitate events, webinars, and workshops to engage stakeholders.

#### **Monitoring and Evaluation:**

- Establish metrics to measure the effectiveness of communication activities.
- Provide regular reports on communication outcomes and impact.
- Adjust strategies based on feedback and performance analysis.

### **3. DURATION AND TIMELINES**

The consultancy is expected to last for **four months**. Specific timelines for deliverables will be agreed upon at the start of the consultancy.

## 4. QUALIFICATION AND EXPERIENCE

- Bachelor's degree in Communications, Public Relations, Journalism, or a related field.
- A minimum of eight years of experience in a communication role, preferably within the private sector. Working in Project development environment will be added advantage.
- Experience in managing the entire process of video and impact story creation, from conception and interviewing to narration, production, and editing. Proven track record in developing and implementing successful communication strategies.
- Excellent written and verbal communication skills.
- Strong media relations, graphic design, and digital communication skills.
- Ability to work independently and as part of a team.

## 5. HOW TO APPLY

Interested candidates should submit their CV, a cover letter outlining their relevant experience, and expected monthly pay to [hr@kepsa.or.ke](mailto:hr@kepsa.or.ke) not later than **26<sup>th</sup> July 2024**.

Kind Regards,



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