



Terms of Reference

TERMS OF REFERENCE FOR AN INDIVIDUAL CONSULTANT TO PROVIDE COMMUNICATION AND MARKETING SERVICES

A. INTRODUCTION

The **Kenya Private Sector Alliance (KEPSA)**, the apex body for the private sector in Kenya, is committed to advancing the economic development of the country through fostering a conducive business environment, driving investments, and addressing socio-economic issues. KEPSA unites business associations, corporate bodies, Small and Medium Enterprises (SMEs), and start-ups, creating a unified voice that works closely with government and other stakeholders. Through structured Public-Private Dialogue (PPD) platforms and engagement mechanisms, KEPSA aims to continually address the challenges faced by SMEs and promote growth opportunities across various sectors.

B. BACKGROUND

Small and Medium Enterprises (SMEs) are a key driver of economic development in both developing and developed economies, particularly in emerging markets such as Kenya. SMEs contribute significantly to employment, poverty reduction, innovation, and export trade. In Kenya, SMEs make up approximately 98% of all businesses and contribute 33.8% of GDP and 80% of new jobs. Despite their immense contribution, SMEs face numerous challenges such as limited access to financing, regulatory barriers, poor infrastructure, inadequate market access, and skills gaps. These challenges hinder their full potential and growth.

Despite their significant contributions, SMEs face a myriad of challenges that impede their ability to reach their full potential. Among these, **market access challenges** stand out as a major barrier, limiting SMEs' ability to scale and compete effectively in both local and international markets.

SMEs in Kenya face significant market access challenges that hinder their growth and competitiveness. Limited connections, inadequate market intelligence, and logistical barriers restrict their ability to penetrate broader markets and diversify customer bases. High entry costs, regulatory requirements, and compliance standards add financial and administrative burdens. Many SMEs also struggle with a lack of digital infrastructure, branding, and access to reliable market data and networks, further limiting their reach and visibility. These challenges constrain their potential and reduce their contribution to Kenya's economic transformation, underscoring the need for targeted solutions to enhance market access.

According to the World Bank, only 20% of SMEs in developing countries participate in export trade, compared to 50% in developed economies, highlighting the disparity in global market access. The International Trade Centre reports that 70% of SMEs in emerging markets cite limited access to markets as a primary constraint to growth and sustainability. A 2023 report by the Kenya National Bureau of Statistics found that 60% of Kenyan SMEs struggle with market entry due to compliance costs and regulatory requirements.

These challenges not only constrain the growth of SMEs but also limit their ability to contribute more substantially to economic transformation. Addressing these barriers is critical for enabling SMEs to unlock their full potential and achieve sustainable growth.

The Inaugural 2024 SME Conference, Awards & Exhibition, held on August 23, 2024, was a milestone event in advancing the growth and sustainability of small and medium-sized enterprises (SMEs) in Kenya. The conference brought together diverse stakeholders, including government officials, industry leaders, financial institutions, entrepreneurs, and innovators, to explore the critical role of SMEs in the nation's economy and the various challenges and opportunities they face.

The 2024 conference was centered on the theme "Unlocking SME Financing and Scaling Up Innovations for Accelerated Growth," reflecting the need to address the ongoing barriers to financing for SMEs while simultaneously promoting innovation as a driver of accelerated growth. The event set the stage for the future, with a continued focus on empowering SMEs to thrive in the face of emerging challenges and opportunities.

C. ABOUT THE 2025 CONFERENCE

Building on the 2024 momentum, market access is a critical theme for SMEs looking to scale their operations and expand their reach, both locally and internationally. The **2025 SME Conference** theme; **"Bridging opportunities and breaking barriers on market access for SMEs"** will specifically address how SMEs can overcome barriers and tap into new markets. In addition, the Conference will provide SMEs with the insights, tools, and networks they need to drive growth through innovation, sustainability, and inclusivity, ensuring they can access new markets and scale their businesses.

The 2025 SME Conference, Awards, and Exhibition, will be held on **June 26 & 27, 2025**, in Nairobi, Kenya. This event will bring together key stakeholders to address market access

challenges, foster innovation, and create strategic market linkages for SMEs. The exhibition will not only showcase the SME innovations but will create a platform to create collaborations and access markets for products/Services for the participating businesses. On the other hand, the SME Awards will recognize businesses excelling in overcoming market barriers and achieving growth. Participants will gain insights, build partnerships, and strengthen their capacity to expand into new markets.

The conference is expected to attract **2000+ participants**, including representatives from across Kenya and the East African region and at least **150 exhibitors** showcasing innovative solutions, technologies, or solutions for SMEs.

We are looking for a high-level Communications and Marketing Consultant to support with planning, coordination, organization and execution of all aspects of the conference to ensure its success.

D. SCOPE OF WORK

The Communication and Marketing Consultant will be responsible for the following tasks;

1. Content Development:

- a) Work KEPSA to develop the conference agenda and secure speakers for the conference.
- b) Ensure consistency in messaging across all communication materials.
- c) Ensure all materials, such as speaker's profiles, programs and presentations, are prepared in advance for proper coordination

2. Media Relations and Digital Communication:

- a) Build and maintain relationships with local and international media to create visibility for the conference.
- b) Develop and implement social media campaigns to increase engagement, visibility and attendance.
- c) Organize media briefings and interviews before and during the conference.

3. Stakeholder Engagement:

- a) Develop and maintain communication channels with KEPSA members, partners, and stakeholders before, during and after the conference.
- b) Manage communication with attendees, including registration and follow-ups

4. Monitoring and Evaluation:

- a) Establish metrics to measure the effectiveness of communication activities.

- b) Provide regular reports on communication outcomes and impact.
- c) Adjust strategies based on feedback and performance analysis.

5. Planning and Coordination of the conference:

- a) Develop a comprehensive conference plan, including timelines, identification, invitation and follow up of speakers.
- b) Coordinate with partners, vendors, venues, and suppliers to ensure all logistical needs are met.

6. On-Site Management:

- a) Oversee the setup and execution of the conference, ensuring everything runs smoothly.
- b) Address any issues that arise during the conference.

7. Fundraising:

- a) Identify potential sponsors for the conference
- b) Generate letters and concept briefs for the conference for fundraising and follow-up to ensure the conference costs are fully covered.

8. Post-Event Activities:

- a) Collect feedback from attendees and stakeholders.
- b) Prepare a post-event report summarizing outcomes and lessons learned.

E. REQUIRED SKILLS AND QUALIFICATIONS

- Strong organizational and project management skills.
- Excellent communication and interpersonal abilities.
- Experience in marketing, event planning or a related field.
- Proficiency in marketing and fundraising for organizations/events

F. DELIVERABLES

- A detailed conference plan and timeline.
- Monthly progress report in line with the conference plan
- A fundraising activity weekly update summary

- A post-event report with full details of those who attended the conference and recommendations for future events.

G. DOCUMENTATION FOR SUBMISSION

- Curriculum Vitae
- Sample conference marketing & resource mobilization plan
- A full events portfolio
- Conference coordination & communication approach
- Three reference letters and contacts from previous assignment
- Expected fees in Kenya Shillings

H. DURATION

The contract will be a three months period starting 18th May 2025.

I. HOW TO APPLY

CVs and all relevant documentation should be emailed to: hr@kepsa.or.ke not later than **13th May 2025**.

Kind regards,



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Connect With Us:



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