

**Kenya Social and Economic Inclusion Project (KSEIP)**  
**TERMS OF REFERENCE**  
**OPERATIONAL COMMUNICATIONS & OUTREACH CONSULTANT**

**A: BACKGROUND**

The **Government of Kenya (GoK)** has made significant progress in strengthening its safety net system and establishing foundational delivery systems through the National Safety Net Program (NSNP). The GoK is now committed to move beyond cash transfers to an integrated social protection (SP) system and implementing the **Kenya Social and Economic Inclusion Project (KSEIP)**, which is a four-year project (2019-2023) implemented with support from the World Bank. KSEIP is designed to complement and build on the GOK's flagship National Safety Net Programme (NSNP) that brings together Kenya's four main cash transfer programs focused on older persons (OPCTs), persons with severe disability (PWSDs), orphans and vulnerable children (OVCs) and households subject to recurrent shocks (served through HSNP) due to drought under one operational framework, which is more commonly known as Inua Jamii.

KSEIP aims to strengthen the safety net delivery systems (set up as part of NSNP) and helps the GOK to move beyond cash transfers to an integrated Social Protection system to enhance social and economic inclusion services and shock-responsive safety nets for poor and vulnerable households. The Project does this through:

- Supporting the GoK at the national level through enhancing institutional capacity and SP delivery systems, particularly the coverage and functionality of the Single Registry
- Continuing to improve the efficiency of SP delivery mechanisms and delivery of social protection services at sub-national levels (county, sub-county and location), complementing GOK's priorities through the following components:
  1. food and nutrition security by scaling up **Nutrition Improvements through Cash and Health Education (NICHE)**
  2. **universal health care coverage** through referrals of NSNP beneficiaries to the **National Hospital Insurance Fund (NHIF)**
  3. jobs creation through **Economic Inclusion (EI) and Livelihoods Enhancement Support**
  4. investing in a **shock-responsive safety net** to provide timely support to drought-affected households through **expanding the coverage of the shock responsive Hunger Safety Net Programme (HSNP)**

KSEIP pursues a multi-level coordination and cooperating with implementation partners and stakeholders at the national and sub-national level. The GoK's lead coordinating agency that also acts as the key institutional home for KSEIP is the Social Protection Secretariat (SPS) that works under the Ministry of Labour and Social Protection (MLSP), State Department of Social Protection (SDSP).

The SDSP through the Social Assistance Unit (SAU) and NDMA will lead the implementation of respective components and will also focus to strengthen citizens engagement, beneficiary outreach, and communication across the four NSNP cash transfers to ensure that new activities proposed under the

KSEIP are effectively catered for within the existing structures, including an effective Grievance and Case Management System (G&CM). In addition, there are other implementing partners such as UNICEF, which supports implementation of NICHE working in close collaboration with the Department of Children Services (DCS) and Ministry of Health (MoH) along with devolved structures of health extension services at county, sub-county and location levels.

The diversity of implementing partners and stakeholders at multiple levels underscores the challenge of coordination and communication both horizontally and vertically.

Recognizing the need to ensure enhanced operational communications and effective delivery of enhanced beneficiary outreach activities for KSEIP, the SPS seeks to hire a full-time **Operational Communications & Outreach Consultant** to support KSEIP's operational engagement, particularly in the delivery of its key components at the national and sub-national levels with the target program counties and sub-counties, etc. in collaboration with implementation partners.

## **B: OBJECTIVES OF THE POSITION**

Working under the supervision of the **Strategic Communications & Media Consultant**, the **Operational Communications and Outreach Consultant** will take lead in supporting the implementation of **KSEIP's Enhanced Beneficiary Outreach Strategies**. The incumbent will be based at the Social Protection Secretariat (SPS) in Nairobi and will work under in collaboration and guidance from the Strategic Communications and Media Consultant in effective implementation of various KSEIP components/features.

The **Operational Communications and Outreach Consultant** will provide comprehensive support to the KSEIP's implementation partners in the effective positioning and outreach of its individual components to ensure targeted delivery of operational messages and beneficiary outreach for the social and economic inclusion interventions of the Government of Kenya; engaging and sensitizing local stakeholders at the operational level of KSEIP. The function also involves support to streamlining communication between SPS and other key implementation partners of KSEIP to ensure smooth and effective implementation.

Main areas of responsibility include implementation of KSEIP's Enhanced Beneficiary Outreach Strategies (eBOS); targeted IEC materials development; supporting the rollout of KSEIP and its key components at the national and sub-national levels, including the required operational support to the update of the Enhanced Single Registry through targeted launch of the data collection process at the national and sub-national levels.

## **C: SCOPE AND KEY AREAS OF RESPONSIBILITY**

- 1. Comprehensive understanding of the social safety net programs' landscape in Kenya, GOK's strategic priorities in relation to the operational features of KSEIP such as NICHE, Economic Inclusion, Universal Health Care Coverage through NHIF, ESR Data Collection and Communications Guidelines, etc.**

- Identify KSEIP's operational communication needs in relation to the overall social safety net landscape programs led by the Government of Kenya
- Get acquainted with KSEIP's operational features to fully understand social and economic inclusion concept, approach, components, profile of stakeholders, role of implementation partners, beneficiaries' characteristics and implementation procedures, including intended results and impact.

**2. Spearhead the implementation of Enhanced Beneficiary Outreach Strategies to support KSEIP's operational components:**

- In consultation with SPS leadership, Strategic Communications and Media Specialist and implementation partners (SAU, NDMA, etc) execute and roll-out a multi-sectoral and targeted Enhanced Beneficiary Outreach Strategy to support social and economic inclusion components through a thorough effective awareness and understanding among key stakeholders at the local level and target beneficiaries
- Support harmonization of KSEIP's components within the target beneficiary households of the four cash transfer programs, wherever required through targeted communication support
- Support the design and implementation of a Public Information Campaign to support the roll out of the data collection to update and upgrade the Enhanced Single Registry (ESR)

**3. Communicate key messages on the operational features of KSEIP through the relevant delivery channels**

- Supervise the design and production of a range of IEC materials and tools and tools (such as FAQs, Posters, Leaflets and audio-visual materials) to support KSEIP's beneficiary outreach communications
- Support packaging of relevant information for target beneficiaries communicating program features, rights and responsibilities of beneficiaries
- Ensure regular and effective independent media coverage of program achievements, milestones through social, electronic and earned media etc.

**4. Provide overall direction and guidance to the roll-out of operational communications of KSEIP components:**

- Improve and strengthen launch of enhanced Beneficiary Outreach Strategies for KSEIP components, procedures, guidelines and templates; advise on issues related to branding and other topics at the county and sub-county level in the target program area
- Support the development of production of IEC materials and relevant products under the supervision of Strategic Communications and Media Consultant to manage vendors such as printing and publishing houses, graphics designer, video/documentary producers and others as required

**5. Support to internal communication and information flow between operational partners:**

- Support the SPS leadership and operational staff at various levels to effectively integrate communications processes to harmonize procedures and actions at secretariat and other implementation levels to ensure effective delivery of the KSEIP components
- Define and execute activities aimed to facilitate information sharing among local stakeholders to contribute to the smooth delivery of the KSEIP

**6. Perform other duties as required.**

**Proposed deliverables**

	Duration	Timeline/Deadline	Schedule of Payment
	Over the course of 1 year (extendable after performance review)		
<b>1.</b> Support the strategic communication and media consultant in Branding, Content Development, Design and production of KSEIP's IEC materials and tools: Fact Sheets, FAQs, Posters, Leaflets, Brochures and short form videos	25 days	As per Comms Strategy work plans	Based on the No. of days worked as tabulated in column 2 over the contract period.
<b>2.</b> Extend support to the KSEIP partners in the implementation of eBOS through development of standard and relevant IEC tools and materials	60 days	As per eBOS work plans	
<b>3.</b> Support execution of strategic comms and eBOS activities such as launch events; stakeholders' forums at national and county levels, beneficiary outreach campaigns and other visibility events	40 days	Ongoing basis	

4. Support printing and production of IEC materials on KSEIP	10 days	Ongoing basis
5. Develop content of IEC materials	25 days	Ongoing basis
6. Support activities on Media coverage of KSEIP	10 days	Ongoing basis
	<b>170 days</b>	

**D: REPORTING**

The **Operational Communications and Outreach Consultant** will report directly to the strategic communication and media consultant.

**E: DURATION**

The consultant will work for 14 days a month for a period of one year.

**F: PROFILE OF THE CANDIDATE**

- University Degree in Communications, Journalism or related field;
- At least 6 years of relevant work experience in communications, including experience and technical skills in developing and rolling out operational level beneficiary outreach and communications strategies for large multi-sectoral development programs
- Experience of developing key messages and tailoring campaigns to nuanced needs of vulnerable and less literate beneficiary groups
- Adapting key messages into a range of IEC materials and specialized tools for operational and beneficiary outreach communications
- Excellent analytical and communication skills with ability to tailor complex and technical messages for multiple audiences;
- Knowledge of social mobilization and beneficiary outreach strategy development with proven ability to implement them in complex local contexts;
- Excellent written, verbal, interpersonal and visual communication skills;
- Ability to prioritize work and coordinate projects;
- Experience in development communications is desirable;
- Fluency in English and Kiswahili is essential;
- Ability to work under pressure individually as well as part of multi-sectoral teams, maintaining performance expectations

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