

## **Job advertisement - Communication Consultant (1) and Specialist (1).**

### **Background**

These Terms of Reference (TOR) serve as a request for proposals from potential communication consultants interested in working for the Open Governance Institute. It covers the purpose, scope, and requirements of the tasks for the respective positions.

### **About Open Governance Institute**

[Open Governance Institute \(OGI\) Kenya](#) is a Kenyan national non-profit company incorporated under the Companies Act 2015. The Institute collaborates with and supports community groups, civil society, and governments across Kenya to advance the delivery of responsive public services through greater alignment of budget and policy priorities to community needs.

### **Purpose of the Assignment**

The Institute's current advocacy strategy include endeavors to facilitate young men and women to secure participatory governance reforms and political commitments to safeguard, institutionalize and further strengthen platforms that create and advance civic spaces where young men and women, people with disabilities are free to express their voices and champion their social and economic empowerment. We will achieve this by inspiring a shift in mindset and attitude among these groups to positively view and recognize their proactive role in reforming and strengthening democratic institutions to serve them better.

To achieve this, the Institute invites Expression of Interest (EOI's) and applications from interested candidates for two positions as described further below.

#### **1. Communication Consultant: Ref. OGI 2021-12374/1 Communication Consultant**

##### **1.1 Objectives of the Assignment**

An Expression of Interest (EOIs) is hereby invited from individual consultants with demonstrated expertise and experience to provide time-limited technical support consultancy services to the Institute's communication unit and program teams. The successful candidate will assist the institute to build its external communication capacity with a focus on raising the profile of participatory governance as an instrument for advancing the social and economic needs of disadvantaged groups. Specifically, the Consultant will work with the Institute's Communication Unit:

- To develop a communication strategy, including a communication plan for the Institute.

- Review and advise on ways to further develop and strengthen functionality of existing and new social media and communication platforms mainly - Twitter, Facebook, Instagram, WhatsApp, Website, Newsletters and as well as advise on the design and delivery of youth-led webinars and radio talk- show programs that help contextualize conversations among young people.
- Support the production of initial media content to raise awareness, create active public debates among young people and offer communication support to the Institute's activities. Specifically, the media will include infographic designs and short explainer videos, blog posts, and tweets that help connect unique social and economic challenges facing young people such as unemployment and other limited economic opportunities to planning, budgeting, and policies as well as participatory governance, transparency, and accountability. This will serve as on-the-job training for the communication unit and program teams intended for knowledge transfer.
- Support the development and implementation of a participatory media approach to aid the Institute's capacity to support young people to deliberate and tell their own stories in the best way they understand and disseminate the same through platforms that are most accessible and convenient to a youthful generation.

### **1.2. Deliverables.**

- A report of assessment of the Institute's communication strategy, if any, containing clear and actionable recommendations on ways to strengthen the Institute's external communication with a focus on the Goals and Objectives of these Terms of Reference.
- A report of on-the-job training and support offered to the communication unit and programs team to increase efficiency and effectiveness of external communication tools. This will include an outline of identified communication needs, capacity gaps, and interventions implemented to address them.

### **1.3. Qualification and Competence**

- A minimum of bachelor's degree in public relations and communication including journalism or related field, with sufficient practical experience in public communication.
- At least three years of work experience working in public communications. A combination of skills and knowledge in both print and visual communications including knowledge in and handling of communication equipment is an added advantage.
- A demonstrated strong knowledge of and interest in governance, public finance, public policy, and administration in Kenya. Knowledge of public budgets and related governance practices such as public participation is an added advantage.
- Proven excellence, enthusiasm, and creative/journalistic writing skills, and approach to communications that spur active public debates. Demonstrated ability to conceptualize and develop visual media content is an advantage.
- Proven ability and knowledge of social media platforms, mainly Facebook, Twitter, Newsletters, and website management among others. A good social media following, traffic, and engagement, especially with young people will be an added advantage.
- Excellent written and verbal communications in English.

#### **1.4. Assignment duration**

The consultant will be working for 30 days over 3 months, effective from the date of the Contract award.

#### **1.5. Assignment fees**

The successful consultant will submit a competitive budget indicating a quote for daily rates for 30 days. The quoted daily fee should be inclusive of travel and accommodation and other costs related to the assignment. Successful consultants will be selected on the competitiveness of both the technical and financial proposals.

## **2. Communication Specialist: Ref. OGI 2021-12374/2 Communication Specialist**

### **2.1. Objectives of the position**

The Communication Specialist is expected to;

- Collaborate with OGI's Communication Consultant and Programs team to develop and implement the Institute's communication strategy.
- Collaborate with the Institute's Communication Consultant and Program team to review and manage existing and new social media and communication platforms mainly - Twitter, Facebook, Instagram, WhatsApp, Website, Newsletters. He/she will also be charged with the design communication and branding for youth-led webinars and radio talk-shows programs that help contextualize conversations among young people.
- Generate media content and sustain regular media engagement with young people and the general public with a view of raising awareness on key subject matters in consultation with the programs team and create active public debates in line with the Institute's advocacy strategy.
- In collaboration with the programs team, lead the development of infographics and short explainer videos, blog posts, and tweets that help connect unemployment and limited economic opportunities to better planning, budgeting, and policies and link them to participatory governance, transparency and accountability.
- Support young people to tell their own stories in the best way they understand by running participatory media programs that create space where young people can reflect, share and learn and collectively advocate for improved access to social, economic, and political opportunities.

### **2.2. Deliverables**

The successful candidate will develop a work plan to set deliverables, however broadly, the specialist is expected to deliver the following;

- a. Regular updates of the organization's social media platforms in the frequency discussed and agreed upon and documented in a work plan.

- b. Deliver at least a monthly newsletter with relevant content to the Institute's audience and community of online followers.
- c. Implement a participatory media program with a target of at least four media engagement activities per month including tweet-chats and Livestream discussions among other innovative programmatic activities.
- d. Delivery at least one blog post, a video documentary per month, and document regular activities through videos, photos/images.

### **2.3. Qualification and Competence**

- A minimum of bachelor's degree in public relations and communication including journalism and communication or related field, with sufficient practical experience in communication.
- At least two years of work experience working in public communications, preferably for non-profit organizations. A combination of skills and knowledge in both print and visual communications including knowledge and handling of communication equipment is an added advantage.
- A demonstrated strong knowledge of and strong interest in governance, public finance, public policy, and administration in Kenya. Knowledge of public budgets and related governance practices such as and public participation is an added advantage.
- Enthusiasm, and creative/journalistic writing skills, and creative approach to public communications that spur active public debates. Demonstrated ability to conceptualize and develop visual media products is an advantage.
- Excellent computer skills and experience in preparing and maintaining communication materials;
- Proven ability and knowledge of social media platforms, mainly Facebook, Twitter, Newsletters, and website management among others. A good social media following, traffic, and engagement, especially with young people will be an added advantage.
- Excellent written and verbal communications in English.
- Demonstrated ability to work under pressure and with minimum supervision.

### **2.4. Assignment duration**

This is a permanent and contractual-based position that is renewable on an annual basis pending review of performance.

### **2.5. Assignment fees**

Interested applicants are required to include the expected minimum monthly gross salary in their application to the position.

## **3. Application**

Interested applicants should submit their applications including up to a one-page cover letter and a current CV. Applicants should explain how their professional qualifications and experience match the skills and qualifications required for the position.

Applications to both positions are reviewed on a first-come, first-serve basis until filled.

**Note:** Expression of Interest for Communication Consultant should contain a brief description of how (methodology) the consultant intends to undertake the assignment outlined in the Terms of Reference including clear methodology for delivery and specific reference example to support required qualification.

All proposals must be submitted in soft copy to [supplies@opengovinstitute.org](mailto:supplies@opengovinstitute.org) indicating the respective reference numbers in the subject line by September 10, 2021, at 5 p.m. (East Africa Time). Please note that wrongly referenced submissions may not be reviewed.