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## 1 INTRODUCTION

These Terms of Reference (TOR) serve as a request for proposals from a potential communication consultancy firm/company interested in working for the Open Governance Institute Communication assignment for the NED project Nandi County. The purpose, scope and requirements of the task are herein explained.

### 1.1 Background Information

[Open Governance Institute \(OGI\) Kenya](#) is a national non-profit company incorporated under the Companies Act 2015 operating mainly in six counties in the North Rift region of Kenya, and the rest of the country. The Institute initially operated as Center for Innovations in Open Governance from July 2017 until March 2019 when it was officially incorporated as a Company Limited by Guarantee (CLG). 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.

The project aims to leverage governance reforms under the Open Government Partnership (OGP) Local Program. It will facilitate young men and women to secure participatory governance reform commitments to develop an alternative budget proposal and submit to the County, safeguard, institutionalize, and further strengthen platforms and spaces where young men and women are free to express their voices and champion social and economic empowerment. Through these reforms, we will inspire a mindset and attitude change among young people to positively view and recognize their proactive role in reforming and strengthening democratic institutions.

### 1.2 Objectives of the Assignment

The purpose of the assignment is to:

- Strengthen the organization's external communication processes and channels such as the website, mainstream and social media,
- Increase awareness of the youth participatory alternative budget strategy as well as the organization's activities and foster active and proactive debates,
- And Increase the capacity of the communications unit through knowledge transfer.

## 2. SCOPE AND FOCUS OF THE ASSIGNMENT

The youth participatory alternative budget program is designed to share knowledge and an in-depth understanding of the budgetary process with key interest in ensuring the youth have a voice and space in the budgetary process. This will ensure that the economic needs of the youth are addressed and an informed platform is available to make better-informed decisions. To achieve this, the program aims at

sharing information with the youth via social media platforms which are popular among them and also offers explainer videos that will be more elaborative. Continuous dissemination of information will be crucial for the communication consultant and giving timely updates on the progress of the participatory alternative budget process.

**The key deliverable in this assignment will be:**

1. Design templates for infographics, explainer videos, blogs and vlogs and develop at least two of each.
2. The communication consultant will also work with the communication specialist to advise and review the work of the web designer in redesigning the company's website, review the organization's social media platforms and recommend ideas and approaches to strengthen them.
3. Work with the communication specialist to develop a communication policy, communication strategy and a communication plan for Open Governance Institute/project.

### **3. METHODOLOGY**

The communication consultant will work with the communication specialist and an intern as well as the Youth Participatory budget project team. Together they will come up with the content of the infographics shared with the youth. The consultant will also provide skills and expertise to the communication team.

### **4. EDUCATION AND COMPETENCIES QUALIFICATIONS OF THE LEAD CONSULTANT**

- A bachelor's degree in Journalism, Public Relations and Communication or related field.
- At least three years of work experience related to Journalism, Public Relations and Communication, as a press/media/outreach/PR officer in an NGO.
- Good knowledge of and strong interest in governance, budgets and public participation
- Excellent creative/journalistic writing skills, and creative approach to communications. Ability to conceptualise and develop visual media products is an advantage.
- Outstanding communication, networking and negotiation skills;
- Excellent computer skills and experience in preparing and maintaining communication materials;
- Excellent written and oral communications in English.
- Demonstrated ability to work with minimum supervision, be dynamic, proactive and creative;
- Understanding of key human development issues;
- Demonstrates knowledge of using social media platforms specifically Facebook, WhatsApp, Twitter and YouTube.
- Builds strong relationships with internal and external actors.
- Experience in working on a donor-funded project is an added advantage.

### **5. DURATION AND TIME FRAME**

The consultancy will be for 15 working days over the period of 4 months, effective from June 2022 to September 2022.

### **6. LOGISTIC ARRANGEMENTS OF THE ASSIGNMENT**

The total charge to be paid for the consulting assignment will not exceed 150,000 Kenyan Shillings for a total of 15 working days. The consultancy firm/company will be in charge of their travel costs and accommodation. Please note that price competitiveness and level of flexibility in working around the methodology and study design so as to meet desired quality and fit within the available budget for this assignment will be valued.

## **7. COPYRIGHT AND OWNERSHIP**

The copyright and ownership of all work, content, images, videos and other outputs prepared under this agreement shall become the property of Open Governance Institute to be used for its purpose, as it deems appropriate.

## **8. ASSURANCE AND CONFIDENTIALITY**

All deliberations relating to this work, including all information collected from various recordings/meetings/documents, shall be kept confidential and shall not be divulged to any third party either verbally or in writing or in any other form.

## **9. APPLICATION PROCEDURE**

Interested consultancy firms/companies should submit their proposal (both technical and financial) including current CV(s). The proposal should briefly describe how the consultancy firm/company intends to undertake this assignment.

Applicants should also explain how their professional experience matches the skills and qualifications listed.

All proposals must be submitted in soft copy to [info@opengovinstitute.org](mailto:info@opengovinstitute.org) with the subject line **Communication Consultancy** - by the **20<sup>th</sup> June 2022 at 5 p.m.** (East Africa Time).