



**Kenya Marine Fisheries Socioeconomic Development
Project (KEMFSED)
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NAIROBI**



**MINISTRY OF AGRICULTURE, LIVESTOCK, FISHERIES AND COOPERATIVES
(MoALFC)**

State Department of Fisheries, Aquaculture and Blue Economy (SDFA&BE)

Kenya Marine Fisheries and Socio-Economic Development Project (KEMFSED)

Credit No: 6540-KE: Project ID. No. 163980

Terms of Reference

CONSULTANCY SERVICES – INDIVIDUAL

**Communication Specialist to support Kenya Marine Fisheries and Socio-Economic
Development Project (KEMFSED)**

Contract No. KE-MOALF-C1.1B-2021-006-ICS-MSP

JANUARY 2022

Terms of Reference

Communication Specialist in relation to the Marine Spatial Planning (MSP) to Support Kenya Marine Fisheries and Socio-Economic Development Project (KEMFSED)

1. The KEMFSED project

Project Background

The Government of Kenya has received support from the World Bank towards the implementation of the Kenya Marine Fisheries and Socioeconomic Development Project (KEMFSED). The KEMFSED project covers a period of 5 years. The Project Development Objective is to improve management of priority fisheries and mariculture and strengthen access to complementary livelihoods in coastal communities. The implementing agency will be the State Department for Fisheries & the Blue Economy (SDF-ABE) on behalf of the Government of Kenya. Five (5) counties along the Coast have been selected to be beneficiaries for the project namely Kwale, Mombasa, Kilifi, Tana River and Lamu. KEMFSED Project seeks to empower coastal communities to improve management of priority fisheries and mariculture, and strengthen access to complementary livelihood activities.

The project is comprised of the following three components:

- a) **Component 1: Governance and Management of Marine Fisheries** will focus on improving the management of marine fisheries in Kenyan waters. In furtherance of the same PDO, fisheries governance interventions will be promoted through strengthened co-management of nearshore fisheries, and infrastructure development to support the management of fisheries at both the national and county levels.
- b) **Component 2: Coastal Community Empowerment and Livelihoods** will contribute to the PDO by strengthening livelihoods in coastal communities through a combination of technical and financial support for the implementation of livelihood, social welfare, and environmental subprojects; provision of scholarship grants and complementary capacity-building and mentoring of beneficiaries;
- c) **Component 3: Project Management** this Component will finance support for project management at both national and county levels to ensure coordinated and timely execution of project activities.

These Terms of Reference relate to the Marine Spatial Planning (MSP) sub-component under Component 1. The activity will be implemented over of a period of five years and it will cover the Pre-Planning Phase which involves establishment of MSP committees, technical working groups, development and implementation of a stakeholder engagement strategy and support for capacity building. The process will also involve a data collection phase as well as the final implementation phase where the MSP is adopted and implemented.

This part of the project will be undertaken in close cooperation with partners from the Government of Kenya and The Nature Conservancy (TNC). The process requires extensive communication and outreach to all stakeholders.

2. Rationale for the Consultancy Assignment

The Kenya Marine Fisheries and Socio-Economic Development Project (KEMFSED) will implement many important activities to support management of marine and costal resources and

the project aims to share project information, outcomes and results and to engage the public and coastal communities in the project development.

Also, Marine Spatial Planning (MSP) is a national responsibility and the Government of Kenya has embarked on this process in support of investments in the Blue Economy. The MSP activities will be a collaborative program where the GoK will work in close cooperation with several partners including The Nature Conservancy (TNC).

To achieve this, there is need for a Communication Specialist to support the Government in the development of a communication plan to provide public information to the public, support engagement of stakeholders in the project activities and promote marine spatial planning, among others

3. Objectives and Scope of the Consultancy Assignment

To hire a communication expert to provide support the KEMFSED project and specially to the marine spatial planning activities.

4. Scope of Tasks

The Communication Specialist is expected to undertake the following specific activities:

KEMFSED

- (i) Provide communication expertise to the KEMFSED project for maintaining internal and external audiences and public informed of the project activities, results, achievements, engagement, etc.
- (ii) Develop communication material and project identity for all type of audiences and using all type of communication tools and media (printed press, radio, internet, video, Tv, etc).
- (iii) Coordinate communication support with all other communication officers and efforts from the government, World Bank, counties, strategic partners, etc.
- (iv) Coordinate and engage with project team to understand project activities, indicators, targets, objectives, to build an appropriate communication plan.
- (v) Lead the implementation of the communication plan to reach the relevant stakeholders to be informed of project activities and opportunities for engagement throughout the project implementation, coordinate media coverage; produce communication material
- (vi) Build communication ties between all institutions, key partners, communities and other stakeholders within and outside of the project.
- (vii) Develop tracking tools to record access and success in the communication material in the media, press releases, videos, website, internet, etc.
- (viii) Prepare progress reports for the communications work as requested.
- (ix) Travel to all 5 counties and project area

Marine Spatial Planning

- (x) Develop a communication strategy for MSP, working closely with the MSP Stakeholder Engagement Specialist to identify target audiences and appropriate communication approaches and tools, also ensuring that the strategy is appropriately integrated with the KEMFSED communications strategy and related operational plan and activities;

- (xi) Develop key messages and presentation materials about MSP for use by the MSP Secretariat, other government and non-government partners involved in the MSP process during forums such as workshops, symposiums, etc.
- (xii) Produce information, outreach materials and digital platforms on MSP such as project updates, newsletters, factsheets, talking points, brochures, media articles multimedia products such as documentaries, animations, website etc.
- (xiii) Manage relations and develop engagement plans with the media to widely promote the MSP process nationally, regionally and globally;
- (xiv) In collaboration with the KEMFSED team develop stories that highlight progress and milestones of the project
- (xv) Prepare communication & outreach budgets under the MSP National co-ordinators oversight;
- (xvi) Conduct a periodic communication audit/awareness survey or other quantitative evaluations to evaluate relevance and effectiveness of existing MSP communication tools and products;
- (xvii) Support the project and the MSP web- portal with communication material, responding queries, keeping up-to date this webpage and other project communication web-sites.
- (xviii) Facilitate communications capacity for key stakeholders to ensure capability to deliver MSP communications effectively throughout the project cycle. on MSP and can ably continue the process on completion of the project;
- (xix) Support implementation of other communications-related activities identified by the MSP Secretariat or MSP National Co-ordinator;
- (xx) Prepare progress reports for MSP communications work as requested.
- (xxi) Travel to all 5 counties and project area

5. Consultant Qualifications:

Education:

Master's Degree in Development Communications, journalism, public relations or other pertinent disciplines

A Bachelor Degree in Development Communications, journalism, public relations or other pertinent disciplines.

Professional and Skills requirements

- At least 7 years' professional experience working as communication expert in the public or private sector and in developing communication material (press, radio, internet, video, or other);
- Excellent writing, verbal and communication capacities- candidate must provide at least 5 examples of written, radio or other communication material
- Experience in posting and moving news and communication material in the public media and internet (Instagram, facebook, project webpage, Tweet, and others)
- Experience in working with and having contacts with variety of stakeholders, including public sector (government), private, news/media agencies, non-governmental organizations, donors etc and World Bank Experience is an added advantage;
- Excellent command of English and Swahili communication (spoken and written);

- Excellent computer skills to be able to prepare communication material – consultant to indicate which programs have experience.
- Knowledge of marine and coastal management issues in Kenya is an added advantage;
- Experience and knowledge on environmental awareness or social marketing in the internet or other spaces is an added advantage.
- A demonstrably high degree of tact and diplomacy; - references to be provided by candidate
- Ability to work without supervision and meet deliverables and set guidelines;
- Willing to travel to the Kenyan coast during the year at any moment including weekends.

6. Deliverables

The consultant will provide the following deliverables

- Communication plans- with clear outputs
- Communication material (brief, news, videos, articles, media posting, presentations, etc).
- Publications (stories, brochures, others).
- records of viewers on communication material published
- others to agreed

7. Compensation/Benefits

The support for this position will be from the KEMFSED Project.

The selected candidate will be offered 1 year contract, based on performance and funds availability the contract can be renewed.

The project will provide to the consultant a computer, printer, desk-phone and desk to operate and an internet access will be negotiated with selected consultant.

The consultant will need to demonstrate to have a cellular phone and camera to be able to provide these consultancy services.

8. Supervision Responsibility

The Communication Specialist will work under the supervision of a the KEMFSED National Coordinator (NPCU) and the project MSP National Coordinator.

The consultant is also expected to work closely with the KEMFSED MSP Secretariat, as well as the broader GoK Interagency working team for Marine Spatial Planning.

The consultant will also work closely with other KEMFSED team members and support the broader KEMFSED communication activities at the counties and communities' level.

9. Project information.

The consultant selected for interviews should become familiar before with the project objectives, area of intervention and relevant stakeholders.

Relevant information of the project can be found: www.kemfsed.org / www.kilimo.go.ke