

TERMS OF REFERENCE FOR RECRUITMENT OF AN INDIVIDUAL CONSULTANT TO TRAIN STAFF ON EFFECTIVE MEDIA ENGAGEMENT, COMMUNICATION AND DOCUMENTATION IN THE SOCIAL PROTECTION SECTOR

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1. Background

As the Ministry of Labour and Social Protection prepares to scale up social protection initiatives and visibility in the country for ongoing programmes, there is need to train officers on its key messaging, media, communication and documentation skills. This will help staff acquire skills to engage with the media and enhance their ability to confidently and effectively communicate the impact of the work of the State Department of Social Protection on various stakeholders.

2.0 Objective of the assignment

In an effort to raise awareness about its activities, improve staff and public engagement efforts, the State Department of Social Protection, Pensions and Senior Citizens plans to host a communications training targeting Senior Management staff and County Coordinators from across the 47 counties. The training will be undertaken in three phases as follows:

1. **Phase One:** A **two**-day preparatory session to prepare training materials for the upcoming trainings.
2. **Phase two:** A **two**-day media, communication and documentation workshop targeting senior management.
3. **Phase three:** Three **two**-day training workshops for County Coordinators from all 47 counties. The goal is to train the **94** Social Development Officers and Children Officers in three batches on media, communication and documentation skills.

The Social Protection Secretariat is, therefore, seeking to bring on board an experienced communication trainer to build the capacity of staff on effective media engagement, communication and documentation skills.

The training will seek to:

- Ensure that staff gain a clear understanding of how the media work.
- Sharpen the Ministry officials' practical media engagement skills.
- Improve staff communication, presentation and public speaking skills.
- Enhance their ability to positively position the State Department of Social Protection and the Inua Jamii brand.
- Appraise the County Coordinators from all 47 counties with key national issues pertaining to Social Protection.

2. Scope of Work

Specifically the consultant shall:

- Facilitate interactive sessions on public speaking and communication skills including practical exercises to help the participants to improve their presentation skills.
- Facilitate sessions on media engagement skills involving practical exercises to help the participants to improve their media relations activities.
- Facilitate practical interactive sessions on documentation skills
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3. Duration

This is a ten-day consultancy.

4. Reporting requirements

The consultant will report to the Head of Social Protection Secretariat.

5. The Budget

The Consultant should include costs for all costs including professional fee and equipment.

6. Deliverables

1. Three workshops and one planning meeting organized and facilitated.
2. A consolidated report on the workshop proceedings and discussions.
3. A compilation of the videos taken during various workshops.

7. Qualification requirements

- Eligible consultant must be formally qualified with a higher degree in Communication/Public Relations/Journalism or any other related field of work; and PhD in journalism or other communication sciences will be an added advantage;
- More than ten years' experience working as a reporter and editor in a busy newsroom, five of which must have been spent in editing.
- Excellent skills in presentations and public speaking.
- Good understanding of interviewing skills and how the media works
- Knowledge of operations in the public sector organisations and Government.
- Proven experience of working in public relations for the public, corporate sector or a key multilateral or bilateral donor is a plus.
- Strong interpersonal skills, training skills and ability multi-task.