



MINISTRY OF LABOUR AND SOCIAL PROTECTION
STATE DEPARTMENT FOR SOCIAL PROTECTION AND SENIOR
CITIZEN AFFAIRS

REQUEST FOR EXPRESSION OF INTEREST (REOI)

CONSULTING SERVICES – INDIVIDUAL CONSULTANT SELECTION

Country	Kenya
Project	Kenya Social Economic Inclusion Project
Loan No. /Credit No	IDA-63480
Assignment Title	Consultancy services for communication specialist
Reference No	KE-NSPS-426364-CS-INDV

The Government of Kenya has received financing from the World Bank towards the cost of the Kenya Social Economic Inclusion Project-KSEIP and intends to apply part of the proceeds for consulting services.

The consulting services ("the Services") include to finalize a draft communication strategy for Nutrition Improvement through Cash and Health Education (NICHE), develop a roadmap to implement enhanced beneficiary outreach strategy for NICHE, review and develop key messages and booking for radio and TV spots. Develop scripts for communication, produce NICHE documentaries, human interest stories as well as design NICHE IEC material among other assignments for a period of 5 months after signing the contract.

The detailed Terms of Reference (TOR) for the assignment can be found at the website: www.socialprotection.go.ke

The Ministry of Labour and Social Protection through State Department for Social Protection & Senior Citizens Affairs now invites eligible individual consultant ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the services.

The short listing criteria are as follows: -

A University degree in communications, journalism or equivalent from a recognized university. Previous employment experience (minimum 3 years) in communication, journalism, print media, research documentation and report writing. Experience in Child Protection, Social Protection and health communication. Familiarity with local media, and established network of concepts with local journalists. Ability to express clearly and concisely ideas and concepts in written and oral form. Competent in the use of computer and internet information software, use of desktop publishing software. Excellent in documentary script writing, photography and videography. Effective Writing Skills, Visual Communication, Analytical Skills as well as Social Media Management.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" November 2020 edition setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the **Individual Consultants Selection** method set out in the World Bank's Procurement Regulations for IPF Borrowers November 2020 edition.

Further information can be obtained at the address below during office hours 0800hrs to 1700hrs.

Eligible consultants to submit their Expression of Interest accompanied with detailed CVs and copies of relevant documents and testimonials must be delivered in a sealed envelope clearly marked with contract reference number and title of the consultancy to the address below (in person, or by mail, or by e-mail) by **18th June, 2024 at 1100hrs East African Time.**

The address (es) referred to above is:

The Principal Secretary,
State Department for Social Protection & Senior Citizen Affairs
P.O. Box 40326 - 00100
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Tel: Nairobi 020 2728333
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