

TERMS OF REFERENCE FOR NICHE COMMUNICATION SPECIALIST

1. INTRODUCTION

Nutrition Improvement through Cash and Health Education (NICHE) is an innovative social protection programme that integrates nutrition, child protection and social protection interventions to ensure enhanced impact on child outcomes, notably on nutrition and child vulnerability among the most vulnerable. The programme builds on the Government of Kenya's National Safety Net Programme (NSNP), by targeting NSNP beneficiary households with the aim of improving child outcomes during the critical first 1,000 days of life.

The programme is based on the growing evidence base in the area of social protection which demonstrates the effectiveness of combining regular cash assistance alongside complementary interventions to enhance impacts across multiple outcomes. The programme is implemented jointly by the national and the five county governments of Kilifi, Kitui, Marsabit, Turkana and West Pokot with a plan to expand to more counties. Directorate of Children's Services in the State Department for Social Protection and Senior Citizens is responsible for the coordination of the programme.

In order to increase the visibility of the programme to the general public the Directorate of Children's Services is seeking the support of a Communications Specialist, who will be expected to promote greater knowledge among key stakeholders and the general public on the programme.

2. OBJECTIVES

To design and implement a NICHE national and county communication and visibility plan and increase awareness and knowledge of the programme with key stakeholders, development partners, civil society and the general public.

3. SCOPE OF WORK

The consultant will carry out the following activities with guidance from the NICHE secretariat; finalize a draft a communication strategy for the NICHE program, develop a roadmap to implement enhanced beneficiary outreach strategy for NICHE, Social Behavior Change Communication and Communication Strategy in the NICHE counties, Develop and review key messages for radio and TV spots as well as booking radio and TV spots , Develop scripts for communication, produce NICHE documentaries and human interest stories and design NICHE IEC materials and edit NICHE documents for printing.

This will be a time based contract for five months, where the consultant will work for 22 days a month 8 hours a day.

4. EXPECTED OUTPUTS-KEY PERFORMANCE INDICATORS

- i. Signed NICHE Communication Strategy
- ii. Roadmap for implementation of enhanced beneficiary outreach strategies for NICHE, SBC strategy and NICHE Communication Strategy in the NICHE implementing Counties.
- iii. Develop 10NICHE documentaries and 15 human interest stories both in the format of short videos and case studies in print
- iv. Design NICHE branded IEC materials
- v. Book at least 5 Radio and TV campaign spots

5. ACADEMIC AND PROFESSIONAL COMPETENCIES

- i. A University Degree in Communications, Journalism or equivalent from a recognized university.
- ii. Previous employment experience (minimum 3 years) in communication, journalism, print media, research documentation and report writing.
- iii. He/ She should have experience in Child Protection, Social Protection and health communication
- iv. Familiarity with local media, and established network of concepts with local journalists.
- v. Ability to express clearly and concisely ideas and concepts in written and oral form
- vi. Competent in the use of computer and internet information software, use of desktop publishing software
- vii. Excellent in documentary script writing, photography and videography
- viii. **Effective Writing Skills:** Strong writing and editing skills for various platforms and formats, including press releases, articles, website content, and social media posts. Ability to adapt writing style to target different audiences.
- ix. **Visual Communication:** Good understanding of graphic design principles and tools such as Adobe Photoshop. Ability to create visually appealing and effective communication materials.
- x. **Analytical Skills:** Capability to analyze communication data and metrics to assess the effectiveness of campaigns. Use insights to make data-driven decisions for continuous improvement.
- xi. **Social Media Management:** Experience in developing and implementing social media strategies, content creation for various platforms, and community management.

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