



TERMS OF REFERENCE – COMMUNICATIONS CONSULTANT

Job Type:	Part time
Unit:	Communications and Engagement
Cluster/s:	Community, Public, Policy, and Strategic Engagement
Contract Period:	6 months (with possible extension)
Location:	Nairobi
Reports To:	Executive Director
Supervises:	None, unless assigned by Executive Director
Application Deadline:	14 th May 2021.

1. BACKGROUND

Usawa Agenda is a not-for-profit organization duly registered and working in Kenya, with a vision of a Kenya where all children have equitable access to quality learning opportunities. This is a vision that Usawa, previously existing as Uwezo program, has pursued since its inception 11 years ago.

The name 'Usawa' is Swahili for 'Equity' and it underlies the strong belief that we can make it possible for ALL children to access and benefit from quality education. We work in all the 47 counties of Kenya, with a vision of a world where all children have equitable access to quality learning opportunities.

Our mission is to promote equitable access to quality learning opportunities for ALL children in Kenya. We do this through research, innovation and engagements with stakeholders at multiple levels.

Usawa is organized around three core departments: Research and Evidence, Learning and Strategy and Communication and Engagement. These core departments are supported by Usawa's Operations, Finance, and Governance Departments. For more information, see www.usawaagenda.org.

2. PURPOSE

Usawa Agenda is looking for a competent, enthusiastic and results oriented Consultant to help propel its brand and broaden its engagements with different target audiences around children's right to equitable, quality education.

a) Target Audiences

- Donor Community
- Partner Organizations
- Policy actors – governmental and non-governmental
- Media organizations
- Individuals and interest groups



b) The successful candidate will:

- Develop and produce content for uploading to Usawa's website in order to increase Usawa's reach and visibility, while ensuring that the content meets Usawa's Communication standards and is consistent with Usawa's mission and vision;
- Document Usawa's activities (i.e. research, policy engagements, and public engagements) and re-package them for communication purposes in different forms e.g. press releases/briefings, blogs, reports, leaflets, pictorials, video, etc.;
- Keep abreast with and ensure Usawa's participation in national and international events that offer communication and engagement opportunities in line with the organization's mission;
- Lead the Organization's collaboration with other entities with respect to communications and engagement.

3. DELIVERABLES

Reporting to the Executive Director, and working closely with the Information Technology Assistant and Assistant Programs Officer, the Consultant will undertake the following responsibilities:

a) *Manage Digital Communication*

- Document Usawa's activities, ensuring that high quality publications, audio, videos and press releases are available for uploading on the Usawa website no later than five days after the activity;
- Plan and execute campaigns on Usawa social media platforms to ensure that messages around different Usawa activities reach the highest number of people and get high rates of engagement.

b) *Content Creation*

- Work closely with all Usawa units to ensure that staff contribute to website and social media updates on a regular basis;
- Draft, edit and produce high quality, interactive content (e.g. newsletters, human stories, videos, images, polls, surveys, etc.) for publication on the Usawa website and social media channels;
- Assist in drafting and developing communication materials for key events and campaigns;
- Work with translators to help translate communication materials into Kiswahili, or other native Kenyan languages.

c) *Media Relations*

- Foster positive working relationships with media outlets (TV, print, and radio), as well as expand Usawa's media contact list;
- Liaise with the media for coverage of key Usawa events, e.g. report launches, press briefings, policy roundtables, etc.



d) Monitoring and Evaluation

- Produce detailed analysis reports on the impact of Usawa activities/campaigns in terms of reach and engagement rates, as well as document lessons learned to inform strategic planning.

4. REQUIREMENTS

Academic Qualifications:

- A university degree in communications, journalism, development studies or other related studies.

Professional Experience:

- Minimum three years' experience in a communications, public relations, journalist, or related roles;
- Demonstrated experience in producing corporate communication materials;
- Demonstrated understanding of different forms of media engagement technologies (TV, Print, Radio and Social Media) and other communication and engagement strategies;
- Experience providing photo and video coverage of live events is desirable.

Technical Skills

- Proficient in MS Office (Word, PowerPoint, Excel and Publisher);
- Expertise in the use of photo and video editing software packages is desirable.

Personal Skills

- Strong communication and interpersonal skills;
- Strong analytical and organization skills;
- Ability to work independently or as part of a team;
- Ability to multi-task in a deadline-driven environment;
- Ability to operate a digital camera and produce high quality, visually appealing photographs;
- Ability to engage and generate responses from audiences online.

Languages

- Fluency in written and spoken English and Kiswahili.

5. CONDITIONS

- Unless otherwise agreed by Usawa, the consultant will work with his/her own equipment and use his/her own office resources and materials in the execution of this assignment;
- Remuneration will be based on the Consultant's experience and qualifications;
- Remuneration will be paid contingent on the successful completion of the assigned tasks, and Usawa's satisfaction of the same;
- Usawa reserves the right to withhold all or a portion of the remuneration if performance is deemed unsatisfactory;
- All communication materials developed will remain the copyright of Usawa Agenda;



Evidence | Innovation | Engagement

- Travel expenses outside of the assigned duty station will be reimbursed in accordance with Usawa's DSA rates.

6. INSTRUCTIONS FOR APPLICATION

To apply, please submit the following in MS Word or PDF formats to ed@usawaagenda.org, and copy to bonyango@usawaagenda.org.

- Cover letter, explaining your interests/motivations to work for Usawa Agenda;
- Current CV (maximum 4 pages);
- Two samples of previous written work (academic, journalistic piece, or human story);
- Names and contact details of 3 referees.

Deadline for applications: Friday, 14 May 2021 at 12:00 p.m.

ONLY shortlisted candidates will be contacted.