



WWF *for a living planet*[®]

WWF, the Global Conservation Organization, through its office in Kenya is seeking to recruit a consultant to:

Develop a Communication Strategy for WWF Kenya

1. Introduction

WWF Kenya is developing a Communication strategy that will enable WWF in Kenya to articulate its strategic objectives to reach the target audience.

This Terms of Reference outlines the development of a strategy aimed to improve the awareness and communication systems on WWF Kenya's conservation initiatives with respect to their target /variety of audiences, both in Kenya and internationally. Furthermore, strategies to foster and promote knowledge management within the organization will be dwelt with.

2. Purpose of the Communication Strategy

The communication strategy will back up the various activities carried out as part of the WWF Kenya Strategic Plan development process. As such, the strategy will be expected to contribute directly to the attainment of the following objectives:

1. Building a long term, engaging WWF brand in Kenya
2. Increasing awareness and outreach among WWF Kenya's target audiences
3. Support in the communication of WWF's sustainable development policies both at the sectoral and multi-sectoral levels;
4. Support in the formulation of communication tactics that will be employed by WWF Kenya to carry out marketing/fundraising and building of partnerships;
5. Introduce communication activities that support ongoing and proposed advocacy activities directed at key development actors;
6. Mobilisation of defined target groups.
7. Introduce communication tactics that embrace existing technology in the region and in particular telecommunications and ICT in the delivery of conservation objectives.
8. Promote knowledge management and sharing among staff within WWF Kenya

The strategy must tackle the intervention thrusts above in an integrated manner.

3. Scope of Work

In line with the thrusts of the above-mentioned strategy, the main tasks of the consultant shall be as follows:

1. Consult and provide an overview of conservation activities that WWF is engaged in as well as communication strategies that have been used in the country.
2. Carry out consultations with key actors in-country and make an inventory of similar conservation organizations and communications tools developed by these conservation partners;
3. Consult on the key findings of the Brand Survey in Kenya to inform perceptions of the public and to craft strategies to be employed for target audiences;

4. Develop a communication strategy for WWF Kenya, making sure to:
 - Identify target audiences;
 - Identify key messages for each target audience;
 - Identify specific needs in terms of communication: active or passive;
 - Identify available communication tactics/strategies, methods and means and those that ought to be used by the organization;
 - Link the target audiences to each of the communication means;
 - Identify fundraising and partnership strategies to be employed by WWF Kenya and how communications will support their delivery;
 - Identify individual elements of 'knowledge' within the organization, in order to improve its access (distribution) and usability for audiences;
 - Identify key organizational capacity needs.
5. Put forward a priority communication action plan to be implemented at the national and programme/project/local/county level;
6. Develop a media plan and identify suitable products and transmission channels (press releases, press conference, editorial, articles in specialised journals, interviews, TV or radio spot, social media etc.);
7. Develop a crisis communication plan for the country office including drafting terms of reference for support in capacity building in crisis communication for the senior management team and program managers.

4. Methodology

The methodology should include the following stages:

- (a) A desk review of the available secondary data, especially while looking at the overview of conservation activities that WWF is engaged in as well as communication strategies that have been used in the country;
- (b) Key informant interviews with key WWF Kenya staff;
- (c) Key informant interviews with relevant government, private sector and I/NGO staff;
- (d) Primary data collection (predominantly qualitative however supported with reasonable and sample based quantitative information), using fieldwork guidelines and field questionnaires approved by WWF;
- (e) Audience analysis and mapping (audiences can be the general public, organizations, community groups, government departments, CSO networks or individuals with an analysis of what their perception of WWF is);
- (f) Feedback and discussions in consultation workshops.

The selected consultant/s will be expected to develop detailed methodology in agreement with WWF Kenya.

5. Outputs

Deliverables must clearly contribute to the attainment of the afore-mentioned communication objectives and include in particular:

1. A communication strategy, which recommends a set of key messages to be promoted among target audiences at the national and programme/project/county/local levels; define the means necessary for implementation (media and communication tools), indirect and direct target groups (especially intermediate target groups such as journalists and decision makers) and ultimate target groups (such as vulnerable groups); the strategy's monitoring and evaluation mechanism; the tactics to be employed to effectively carry out fundraising , proposed actions and systems for knowledge management, a financing plan as well as a

strategy for ensuring the sustainability and institutionalisation of the actions carried out (including a proposed setup of the communications unit).

2. A communication plan comprising the principal communication activities scheduled during the WWF Kenya strategic plan period.
3. The terms of reference of the capacity building in crisis communication for the senior management team and program managers that would be entrusted to service providers and specialised agencies.
4. A communication plan for mobilising institutional/strategic partners, specifying communication roles and conditions for envisaged partnerships.
5. A communication plan for supporting and driving fundraising with direct reference to the partnerships covered in part 4 above.
6. Reports and minutes of preparatory meetings and training workshops.
7. A final report presenting the principal stages of the process, the work done, the lessons learnt as well as recommendation towards future replication of the planning and drafting process.

6. Competencies

This work should be done by an experienced consultant or consultancy firm (with the lead consultant taking full responsibility for the work and delivery of products). The consultant or lead must have strong competencies in Communications, Public Relations, Media Relations and organizational development. The consultant(s) must have excellent knowledge in Communications Strategy development and demonstrated experience on performing similar assignments. Additionally, they should have an understanding of branding, building strategic partnerships and fundraising communications.

7. Required Skills and Experience

The Lead Consultant should:

- a) Hold a master's degree or above in Communications, Public Relations, Media Relations, or other related fields;
- b) At least 10 years' experience in development of communication or branding strategies and or similar products. Should possess strong working knowledge of international development, NGO sector, government institutions;
- c) A good understanding of the realities of public relations and communications for promoting conservation issues;
- d) Proven experience in strategic planning and organizational development;
- e) Demonstrated analytical and research skills.

8. Requirements for submission

- a) A technical proposal detailing the methodology and workplan to be followed to perform the task
- b) Financial proposal detailing your professional fees (State if tax inclusive)
- c) Demonstrate your capacity to undertake the task and provide reference as appropriate.
- d) Curriculum Vitae of lead person(s) to perform the task.
- e) Support documentation e.g. registration, tax registration certificates.
- f) Any other information that may be useful for reference may be cited and later provided if requested.

9. Timeframe

This activity should be conducted and completed within a period of one month (30 working days) from the date of signing the contract with WWF Kenya.

10. Mode of application

Interested qualified institution (s), teams or individuals should submit both Technical and Financial proposals in sealed envelopes to the undersigned. Financial proposal should accompany the technical proposal in one envelope marked with the heading on this advertisement.

Deadline for submission is 15th March 2014. Applications should be addressed to:

The Country Director, WWF Kenya

WWF Kenya Country Office

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