

2024

TERMS OF REFERENCE FOR COMMUNICATIONS CONSULTANT SERVICES

REF: ASSEK/CP/2024/04



1.0 INTRODUCTION

The Association of Startup and SMEs Enablers of Kenya (ASSEK) is an association that brings together and represents the interests of Entrepreneur Support Organizations (ESO) that support the development and growth of startups and SMEs for maximum impact. In fostering the startup and SME enablers ecosystem in Kenya, ASSEK plays a key role in representing all the Kenyan startup and SME enablers ecosystem actors by actively promoting networking among its members nationwide.

The Association's mission is to be the voice and support of startup enablers and their clients in Kenya and beyond through advancing innovation and entrepreneurship as a key driver of economic and social development.

2.0 BACKGROUND

The Association for StartUp and SME Enablers of Kenya (ASSEK) is looking to hire a Communications consultant. The role will need a resourceful and innovative mind responsible for adapting the brand strategy for ASSEK's target market. He /she will be responsible for maintaining brand integrity across all company marketing initiatives and communications.

The Communication Consultant will be reporting to: CEO

3.0 OBJECTIVES OF THE ROLE

- **Building and Managing Reputation:** The Communication consultant will be required to build and manage the reputation of the organization. This could include developing communication plans to promote positive perceptions of the organization, managing crisis communication to mitigate reputational damage during challenging times, and enhancing brand visibility through strategic messaging.
- **Stakeholder and member Engagement:** The consultant should be able to facilitate meaningful engagement with key stakeholders, such as ASSEK Members, Development partners, and the media. This may involve developing tailored communication strategies to effectively reach and connect with different stakeholder groups, soliciting feedback, and fostering dialogue to build trust and credibility.
- **Measuring and Evaluating of Impact and Feedback:** To be effective and closely meet the needs of ASSEK members, the consultant will be required to evaluate and monitor the feedback. This may involve tracking key performance indicators (KPIs), such as media coverage, social media engagement, and employee feedback, to assess the effectiveness of communication strategies and make data-driven recommendations for improvement.

4.0 SCOPE OF WORK

The scope of work for the Consultancy will include but not be limited to:

1. Creating awareness of and developing the Association's brand.

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2. Communicate with target audiences and build and develop stakeholder and member relationships.
3. Write, edit and distribute content, including publications, press releases, Annual Reports, Powerpoint presentations and other marketing material that communicates to the organization's activities, products and/or services.
4. Assist with marketing plans, advertising, direct marketing and campaigns.
5. Track analytics and create reports detailing successes of communication and marketing campaigns.
6. Establish and maintain effective relationships with the media including journalists and maintain an active media database.
7. Source interview and advertising opportunities in the press or on the radio/TV.
8. Work closely with in-house or external creative agencies to design marketing materials such as brochures and adverts.
9. Write and proofread marketing copy for both online and print campaigns.
10. Produce creative content, including podcasts, Youtube interviews, videos and blog posts.
11. Run social media channels (e.g. Twitter, Facebook and LinkedIn) to enhance audience engagement.
12. Organise and attend events such as conferences, seminars, receptions and exhibitions
13. Source and secure sponsorship.
14. Liaise with designers and printers to organise photoshoots.
15. Arrange the effective distribution of marketing materials.
16. Maintain and update customer databases.
17. Conduct market research, for example, using customer questionnaires and focus groups.
18. Develop relationships with key stakeholders both internal and external.

5.0 PERIOD AND DURATION

Location: Nairobi, Kenya with frequent travel

Job type: Contract

Duration: 5 Months

Fees

The fees will be fixed through a competitive bidding process payable Monthly

6.0 QUALIFICATIONS OF THE CONSULTANT

Individuals seeking to apply should have the following:

- At least a bachelor's degree in communications, public relations, journalism, marketing, or a related field.
- Minimum of 3 years of professional experience in communications, with at least some time spent in a consulting role.
- Strong track record of developing and executing successful communication campaigns is a major plus.

- Skills:
- ✓ Communication: Excellent written and verbal communication skills are essential, including strong editing and proofreading abilities.
- ✓ Strategic thinking: Ability to develop and implement communication strategies aligned with client goals and objectives.
- ✓ Project management: Strong organizational and project management skills to manage multiple projects and deadlines.
- ✓ Creativity: Ability to develop innovative solutions to communication challenges.
- ✓ Technology: Familiarity with different communication channels and tools, including social media, digital marketing, and content management systems.
- ✓ Client service: Excellent interpersonal skills and the ability to build strong relationships with clients.
- ✓ Industry knowledge: Depending on the industry, specific knowledge of the relevant sector and its communication landscape can be advantageous.

7.0 APPLICATION

Interested and qualified consultants are invited to submit a technical and financial proposal that includes the following:

- a) A technical proposal outlining their understanding of the assignment, methodology and approaches for the assignment as well as a separate financial bid in Kenya Shillings.
- b) Curriculum Vitae.
- c) Share at least 3 references of past assignments (preference with those of similar organization registration as ASSEK).
- d) The application will be submitted to admin@assek.ke with the subject line: **ASSEK Communication Consultant Services**. The deadline for submission is **28th February 2024**.

Any queries or clarifications can be directed to the same email address listed. Please note that only successful candidates will be contacted.