

## MINISTRY OF INDUSTRY, TRADE AND COOPERATIVES

### EXPRESSION OF INTEREST

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<b>Project Name:</b>	<b>Kenya industry and Entrepreneurship Project (KIEP)</b>
<b>Credit No.:</b>	<b>IDA 6260-KE</b>
<b>Assignment Title:</b>	<b>Communications Expert</b>
<b>Reference No.:</b>	<b>KE-SDII-71166-CS-INDV</b>

The Government of Kenya has applied for financing from the World Bank toward the cost of the Kenya Industry and Entrepreneurship Project (KIEP) and intends to apply part of the proceeds for consulting services.

The Consulting Services ("the Services") include the provision of communication and publicity services for a period of 6 months starting from November, 2018.

The KIEP endeavors to increase innovation and productivity in select private sector firms in Kenya and will be implemented over a period of six (6) years. The State Department for Industrialization requires to hire an individual consultant as a Communications Expert This individual will develop a comprehensive communication strategy to help raise awareness, enhance visibility and create publicity for the project, especially at its implementation inception stage, in consultation with the Project Coordinator, PIU members and other relevant stakeholders. The detailed Terms of Reference (TOR) for the assignment can be found at the following website:

The Ministry of Industry, Trade and Cooperatives, State Department for Industrialization now invites eligible individual consultants to indicate their interest in providing the Services. Interested Individuals should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:

- Be in possession of a Master's Degree in Communications, in particular development communications, Public Relations, Journalism or any other relevant qualification.
- A minimum of 8 years hands-on experience in Development Communications, Corporate Communications, Public Relations, Business Communications or Journalism; preferably with 4 years' experience on donor funded projects.
- Demonstrated excellent interpersonal and communication skills suitable for collaborating with multiple stakeholders.

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- Strong networking capabilities.
- Demonstrated knowledge and experience with traditional, digital and emerging communications platforms. Social media experience is essential.
- Demonstrated capacity in all aspects of communications - from strategy to design, production and management.
- Excellent knowledge of media landscape in Kenya.

The attention of interested Individual consultants is drawn to paragraph 3.14, 3.16 and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers dated July 2016 and revised in November 2017 ("Procurement Regulations") setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the Individual Consultant Selection Method set out in the Procurement Regulations.

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

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) **by 13<sup>th</sup> September, 2018 at 1000 hours.**

**The Principal Secretary  
Ministry of Industry, Trade and Cooperatives  
State Department for Industrialization  
Attn: Head / Supply Chain Management Services  
NSSF Building, Block A, Eastern Wing, 16<sup>th</sup> Floor  
P. O. Box 30418-00100, Nairobi, Kenya  
Tel: +254-(0)20-2731531 /2-4  
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