

Terms of Reference: Knowledge Management and Strategic Communication for the USAID Strategic Partnership Program

1 BACKGROUND

USAID Strategic Partnership Program (USPP) is a five-year USAID-funded program implemented by Strathmore University Business School to champion an inclusive development approach led by the public and private sectors. Through its concerted and collaborative efforts, the program is instrumental in fostering an environment that supports sustainable economic transformation, leading to improved livelihoods, enhanced economic resilience, and a prosperous future for all.

Transformational Resilience Programming (TRP) is one of the components under USPP and spearheads the transformation of resilience programming, driving coordination and mobilization of investments from both the public and private sectors. It prioritizes locally led and integrated resilience capacities by emphasizing strategic partnerships and data-driven insights to positively impact the economy, fostering increased livelihood opportunities and higher incomes for communities.

The program is working towards building a safe, inclusive, resilient, and sustainable society capable of addressing multiple shocks related to conflict, climatic stress, pests and diseases in the Arid and Semi-arid lands (ASALs). To achieve this, the State Department for the ASALs and Regional Development (SDARD), Council of Governors (CoG) and National Drought Management Authority (NDMA), with support from USAID, plans to develop various frameworks/ plans and systems, such as the Economic Development Masterplan (EDMP) for ASALs, Kenya Shock Responsive Safety Net System (KSRSNS), Ending Drought Emergencies Common Programming Framework (EDE CPF 2.0) and Post Drought (2021 - 2023) Episode Disaster Assessment, among others. Taking cognizance of the importance of inclusivity and collaboration amongst stakeholders, these processes are inclusive and collaborative, involving all relevant stakeholders.

Strategic communication can help ensure that the program's successes and lessons are effectively shared and communicated with key public and private stakeholders. Therefore, demand-driven knowledge management and strategic communications interventions are needed in resilience programming.

2 SCOPE OF WORK

The primary objective of this technical assistance is to provide independent and reliable technical support to the Government of Kenya and the USPP for the improvement of knowledge management and strategic communication to generate learning and package knowledge and information relevant to resilience for decision-making.

2.1 Specific Tasks to be completed

- i. Establishing and documenting the existing capacities, gaps, and opportunities in strengthening strategic communications functions.

- ii. Establishing a roadmap to strengthening strategic communications and Knowledge Management functions among the key partners.
- iii. Share overall feedback on progress, issues and challenges with program implementation.
- iv. Support the information flow and strategic communication to promote effective, locally led, locally managed, locally owned collaboration between stakeholders.
- v. Develop a shared understanding on how to strengthen collaboration and partnerships.
- vi. Contribute towards improving editorial and digital strategies.
- vii. Map media engagement to ensure high-quality coverage in top, national, influential and global pan-African media.

3 Deliverables

- i. Knowledge Management and Communications strategies developed and implemented.
- ii. Comprehensive reports on the meetings and events highlight action plans for using the new knowledge to enhance resilience to shocks and stresses, including climate change impacts.
- iii. Facilitation of Knowledge Management and Strategic Communication capacity-building sessions for the Key stakeholders.
- iv. Facilitation of consultative meetings and events on developing various frameworks, plans and systems.
- v. Develop a comprehensive Media strategy and social media implementation plan.
- vi. Key messaging documents, including thought leadership pieces, publications, policy briefs, etc.

4 Qualifications and Experience

Firm(s) need to be able to package knowledge management analytics in forms that are accessible, practical, and/or applicable for decision-makers.

Capacity for transmitting/communicating needed and applicable knowledge in a timely manner to different, targeted audiences.

The team leader should have;

- i. At least a master's degree or its equivalent in Communications, Knowledge Management, Journalism, Development Studies, International Development, or any other relevant university degree.
- ii. In-depth understanding of the intergovernmental mode of government and public sector policy and planning in Kenya, specifically the policy and institutional set-up relating to ASALs development and emergency assistance systems
- iii. Excellent technical writing skills and design of strategic communications plans for USAID-funded programs.

- iv. At least 5 years of experience in facilitating high-level stakeholder meetings, with good command among leaders, especially for USAID-funded partners, development agencies, and/ or county governments.
- v. Good interpersonal and networking skills, excellent written and verbal communication skills.

4.1 Timeframe and Level of Effort

The overall estimated period for implementing the consultancy is 120 working days from **February to September 2025**. During the inception process, the consultant will provide a detailed schedule and work plan.

5 BUDGET FOR CONSULTANCY

The USAID Strategic Partnership Program will bear the costs of the consultancy from the inception activities to the submission of final outputs.

6 EXPRESSIONS OF INTEREST

Submit a technical proposal detailing the consultant's approach to the assignment, financial proposal, key personnel CV(s), and KRA PIN.

In addition to the above, a firm must submit a Certificate of Incorporation/ Business Registration, Tax Compliance Certificate, Business Permit, CR 12 Form, and KRA PIN, and the firm shall not be sanctioned or black-listed by any government or institution.

All applications and related documents should be submitted electronically by Midnight, **7th February 2025** to trpgrants@strathmore.edu quoting "*STTA - Knowledge Management and Strategic Communication for the USAID Strategic Partnership program*" in the email subject line.