

# TERMS OF REFERENCE

## KENYA MARKETS TRUST (KMT)

### COMMUNICATION OFFICER

## 1. BACKGROUND

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The Market Assistance Programme (MAP) is DFID Kenya’s programme for promoting employment and income generation in selected market systems in Kenya. MAP is a component of a larger project called PRIME, which is a £9m project whose goal is to enhance inclusive and equitable growth and employment creation among the poor. MAP aims to improve the performance of key market systems that are important for poor people in Kenya by addressing systemic constraints found in those market systems. MAP will adopt the making markets work for the poor (M4P) approach, which DFID has used to produce results in most of its private sector development work.

Overall, the objective of MAP will be measured against three key outcomes:

- Major systemic change achieved in 3 to 5 market systems, resulting in aggregate average growth of 10% per annum above overall growth of the economy, with the position of poor people (both men and women) improving at a rate significantly greater than this;
- At least 400,000 poor people (as producers, employees, etc) positively affected at the end of MAP, in terms of new jobs created and incomes for 100,000 people increase by 10%;
- A 30% increase in peer perceptions of partners’ effectiveness and in stakeholders’ awareness and understanding of the approach.

The tender for MAP was won by Adam Smith International (ASI) in partnership with the Kenya Gatsby Trust, SNV Kenya and FIT Resources Ltd. KMT will lead the implementation which runs from June 2011 to June 2015, with a possible 2 year extension.

## 2. OBJECTIVES

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The KMT Communication Strategy has two primary objectives.

1. Re-branding the former Kenya Gatsby Trust to Kenya Markets Trust
2. Ensuring successful and timely implementation of MAP programme goals

### 2.1. Branding

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The KMT Board recently agreed to set KMT on a new strategic course-- toward a market systems development approach grounded in the “markets for the poor” (M4P) approach to development. This ‘fresh start’ for KMT means the institution needs to re-brand itself to address associations connected with KGT’s past. KMT seeks to achieve this, in part, with a new name, slogan and logotype that in their look and feel make it clear that KMT is a *mission-based institution*, not a donor-driven project that distributes funds.

## 2.2. Programme Communications

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The Communication Strategy and Implementation Plan aim to ensure the successful and timely implementation of MAP's goals. It will do this first by raising awareness as to our approach, then *engaging* key stakeholders-- especially core market system players-- in active dialogue based on shared goals; working as *partners* in ensuring that Kenya's market systems work effectively and sustainably for the benefit of everyone, but especially for the poor.

## 3. COMMUNICATION OFFICER

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KMT seeks to engage a qualified, highly motivated Communication Officer to work with us in implementing the KMT Communication Strategy and Implementation Plan for the Market Assistance Programme (MAP)— including preparation of outreach materials, organising and facilitating presentations, workshops with diverse stakeholders, e.g. Government officials, input suppliers and other companies, farmers, ag-extension officers, members of Parliament, Editors/Journalists, and religious leaders—as well as leading on other activities detailed in the Strategy.

### 3.1. Main Responsibilities

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As a core member of the KMT Team, the Communication Officer will lead our work on all issues necessary for implementation of the Communication Strategy, including:

- KMT re-branding
- Re-vamping the website and using it as a resource for information dissemination as well as engaging stakeholders
- Preparation and production of information and advocacy materials-- print and electronic media products
- Organisation and delivery of other communication and stakeholder engagement activities such as roadshows, workshops, seminars, meetings, site visits, etc.
- Managing professional production and timely submission of all outputs, including planning, implementation and management of tasks and oversight of the work of staff working on KMT-MAP issues.

In the immediate term, the Communication Officer will be supported/mentored by an International Consultant to assist in implementing the Strategy.

## 4. SCOPE OF WORK & RESPONSIBILITIES

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The Communication Officer will be responsible for the following:

- **Leading implementation of the KMT Communication Strategy**
  - Becoming fully fluent on the M4P approach and MAP programme goals
    - studying the KMT Strategy, KMT-MAP Communication Strategy & Implementation Plan and related MAP materials
  - Working with Mentor to prepare a working budget for implementing the Communication Strategy
  - Coordinating closely with and engaging KMT staff, especially Sector Specialists and external stakeholders
    - guide KMT staff and programme stakeholders in actively participating in KMT-MAP communication activities
  - Developing solid working relationships with key media and other opinion leaders

- Build stakeholders' understanding and advocate for adoption of the M4P approach and MAP interventions in particular
- **Monitor and analyse the results of communication and outreach activities including:**
  - Frequent site visits and engagement with stakeholders to ensure objectives of the Strategy are met.
  - Daily review of key media; Preparing reports on coverage and recommendations for media initiatives
  - Designing, co-ordinating and analysing results of stakeholder research-- polling, questionnaires, etc.
- **Optimise the effectiveness of available funds, “value for money”.**
  - a. Continually work to maximise efficiency, quality and delivery through rigorous and transparent planning, monitoring and evaluation.

## 5. SKILLS AND EXPERIENCE REQUIRED

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A native of Kenya, the successful candidate will be a high-energy, self-starter with the following qualifications and experience:

- Professional development communicator, public relations practitioner and/or media adviser.
- At least 5 years experience designing and implementing communication and advocacy strategies in Kenya—especially for development issues, policy reform or private sector growth.
- Conversant with the M4P approach; experience supporting the communication needs of M4P programmes will be an advantage
- Demonstrated, hands-on experience designing and implementing awareness-raising, citizen engagement and strategic communication programs/campaigns in Kenya;
- Experience leading initiatives to engage stakeholders in dialogue through participatory communication techniques, consultations, seminars, etc.;
- Developing productive working relationships with journalists and editors; successfully promoting media coverage of governance, public finance and/or extractives industry issues;
- Developing and delivering outreach materials and conducting communication interventions in Swahili and English.
- Experienced in development, production, delivery, and monitoring of media products including print, electronic, and new media products to share information and engage stakeholders in dialogue about development issues;
- Solid understanding of historical, socio-political, cultural and economic issues in Kenya, in particular those concerning agriculture and rural development.
- Ability to work with and communicate effectively with diverse stakeholders including national and local-level Government officials, business people—both large and small-scale, farmers and rural community members, media professionals, civils society groups and development partners.

## 6. QUALITIES & COMPETENCIES

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- Ability and desire to work independently, proactively and effectively in a multi-cultural environment
- Extroverted, entrepreneurial, results-driven
- Superb writing skills
- Superior verbal communication skills; Engaging and informative presenter.
- Sets high standards for quality of work and consistently delivers on goals-- on time.
- Solid leadership and project management skills;
  - co-ordinates group activities, ensuring that team roles and deliverables are clear;
- Quickly builds rapport and maintains good working relations with individuals and groups;
- Pro-actively shares knowledge and expertise.
- Translates strategic direction into plans and objectives.
- Skilled negotiator and keen, innovative advocate
- Fluent Swahili and English, other languages native to Kenya are a plus.

## 7. REPORTING AND MANAGEMENT

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The Communication Officer will report to the Head of Research and Knowledge Management. She/he will be work from the KMT offices, liaising on a day-to-day basis with KMT management, Sector Leads and the Research and Knowledge Management leads.

## 8. PERIOD OF PERFORMANCE AND CONDITIONS OF WORK

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The Communication Officer is expected to start immediately. The contract will initially be for six (6) months with the possibility of extension based on successful performance, timely delivery of outputs and the decision of KMT leadership.