

I. General Information

Title of Consultancy: Communication Specialist

Contract: Individual Consultant

Duration of the assignment 2 weeks

Supervisor: Programs Manager

Closing date: 18th May 2021

II. Background

Women Empowerment Link (WEL) is a nonprofit, nonpartisan, non-governmental Women's rights organization that has been working in Kenya for the last twelve years. Our core mandate and objective are to empower women and girls to realize their full potential, worth, and strength politically, socially, and economically, these are pursued through various partnerships with government and non-governmental entities through three thematic areas of:

- I. Transformative leadership, which seeks to increase the number of women in leadership positions (decision making positions), be they appointed, elected, or nominated;
- II. Elimination of Violence against Women & Girls, a focus area that aims to facilitate development, promotion, and enforcement of appropriate mechanisms for prevention, protection, and response to violence against women and girls;
- III. Sustainable Livelihoods for Women, focusing on strengthening the livelihoods base of women, especially their capacity to engage in successful business enterprises;

Under the Transformative Leadership Programme, WEL has been working towards Promoting Women's participation in politics and governance. This has been through capacity building for aspirants, elected and nominated women leaders, movement building at community level and policy advocacy at county and national level.

WEL with support from *Brot Fur Diet Welt* has been implementing a three-year pilot project that is geared towards strengthening inclusive leadership in the three counties of Bomet, Kirinyaga and Kitui through three objectives of:

1. Enhancing the capacities of women to perform within the county assemblies
2. Increasing public support for women leadership and governance amongst community members through community conversations to influence gender sensitive reforms
3. Enhance evidence-informed policy making and knowledge management to influence gender sensitive policy reforms

WEL has been implementing impactful campaigns during this Covid-19 pandemic. The campaigns have focused on Covid-19 mitigation measures. This has contributed to increasing awareness on response and prevention to GBV and COVID 19 while pushing the government to realize and instigate their commitments to the people of Kenya. Mental health, is a state of well-being in which individuals realize their own abilities, work productively, and are able to contribute to their communities.

In order to sensitize communities on the importance of mental health, WEL to hire a consultant who will help in running one-month social media campaign focused on women leadership with the impacts of COVID 19 and mental health. The social media campaign will aim at creating awareness on the social need for women both in socio-economic and political leadership platforms, decision making spaces on the need for mental health initiatives and resources, particularly, during this period. This will further nudge duty bearers to provide psychosocial support as part of crisis response and mitigation solutions for

the pandemic, especially in implementing mental health policies and programs. This will in turn create a resource and support platform for WEL digital communities in these uncertain times, activate public discourse on the state of mental health in Kenya, and inspire community engagement in creating safe spaces for each other in this period.

III. Context

Although women have made many strides in the area of leadership, stereotypes still exist that limit their ability to achieve their full potential. Traditional concepts of femininity have not typically been associated with strength and competence. Women have suffered from the indirect and direct impact of social and mental wellbeing, serious mental illness with histories of severe trauma due to poverty, economic stagnation and violence affecting their abilities to participate in decision making processes. Before the global COVID-19 pandemic, women were already more likely than men to suffer depression disorders and were twice as likely as men to develop anxiety disorders. This is due to their socialization which puts them in a position of self-deferment and disproportionately tending to the needs of others reducing their presence, contribution and representation in crucial decision-making platforms.

In the wake of the Covid-19 pandemic, economies were overturned, livelihoods shattered, education adversely impacted, families torn apart by the severity of loss, uncertainty and increased rates of socio-economic and political violence. In response to this, relief programmes and policies were quickly drafted at different societal levels. Governments, charities and non-governmental bodies came together to find solutions to alleviate the sudden chaos and loss ravaging the world. Solutions were brought forth, with the Kenyan government notably launching a cash transfer programme, food distribution initiatives which was focused to the marginalized and vulnerable groups in the society and toll free GBV lines for reporting cases of GBV. However, the pandemic has caused serious mental fatigue and stress across populations. The World Health Organization (WHO) predicts a rise in depression, suicide and substance abuse in coming times (<https://bit.ly/3a2wzrU>). It is uncertain how the pandemic will progress, and therefore there is great need for communities and duty bearers to create awareness on, and equip communities with tools to handle stress, anxiety, depression and panic in this period even as we approach the election period.

IV. Objectives of the Assignment

The purpose of this consultancy is to carry out a social media campaign aimed to create awareness on the social need for women both in socio-economic and political leadership platforms, decision making spaces on the need for mental health initiatives and resources, particularly, during these period and further nudge duty bearers to provide psychosocial support as part of crisis response and mitigation solutions advocating and influencing policies and guidelines related to mental health.

The Consultant will work under the supervision of a designated WEL staff and deliver the following:

1. Development and production of social media content in order to increase media reach and visibility effectiveness.
2. To increase engagement on WEL's social media platforms and create a conversation around women leadership, mental health and Covid-19.
3. Discuss with WEL the goals and expected results of integration of social media into the platforms.
4. Based on the goals agreed, develop a social media strategy and an action plan to guide its implementation. The strategy should aim to promote collaborations, exchanges and ensure active mobilization of members' engagement.
5. Implement the social media campaign strategy
6. Define and monitor targets to measure the success of the social media campaign.
7. Present a draft and final report of the work done.
8. Undertake any other roles and duties mentioned in the contract regarding the assignment.

VI. Timeframe

This consultancy is for Two months (60 days) from the date of issuance of consultancy contract.

VII. Final product/Deliverables

The consultant will deliver the following at the end of the exercise:

- Develop an inception report detailing the process and methodologies to be employed to achieve the objective of this consultancy as stated above.
- Conduct an online survey assessing the public's understanding of public understanding of mental health and policing during pandemics.
- Design a social media campaign social mobilization strategy as appropriate based on evidence gathered during the survey.
- Deliver social media campaigning leadership for the duration of the project using the survey insights and social media campaign strategy mentioned above.
- Progress reports for the assignment.
- Final report of the Consultancy that will include recommendations given by the participants during the survey.

VIII: Scope of work/Review/approval time

- It is anticipated that the designing, development and delivery of the animations will take approximately 60 days to complete including days. A detailed timeframe will be agreed upon with the appointed consultant.

IX: Qualifications and Competencies

The required background and experience of the Consultant is as follows:

- Possession of a degree in communication, journalism or a related
- Experience working on conception, design, packaging, production, and dissemination of communication products to a variety of audiences and understanding of channels of dissemination
- Proven experience in communications role.
- Knowledge of desktop publishing software (In design/photoshop)
- Background in online marketing, communication and /or IT
- Experience in consulting.

The specific competencies and qualification required of the Consultant are as follows:

- Proven knowledge and experience on women issues, mental health and COVID 19.
- At least 2-5 years of proven experience in applying social media strategies through knowledge of working mechanisms of social networking sites.
- Experience in various forms of communication production and marketing such as publications, internet communication strategies and campaigning. working mechanisms of social networking
- Demonstrated ability to work with a tight schedule,
- Excellent command of written and spoken English and Kiswahili
- Able to deliver within the stipulated time frame
- Demonstrated ability to build and nurture strong relations with the media.

X. Submission of Application

- Interested consultants who meet these requirements and are available within the indicated time frame should submit Expression of Interest (EOI) which MUST contain Technical and Financial Proposal. The technical proposal should include Consultant's understanding of the TOR, methodology, work plan and activity schedule indicating of availability to start and undertake this assignment.
- The financial report should include professional fees and other expenses required to undertake the assignment, the costs should be inclusive of VAT.
- A detailed CV of the Consultant highlighting relevant qualifications, skills, experience and full contact details of three referees where similar assignments have been conducted should be included as annexes.
- Kindly remember that applications without Technical proposal will not be considered

Note:

Expression of interest should be emailed to: info@wel.or.ke on or before **18th May 2021** indicating the subject line as '**Communication Specialist for Strengthening Inclusive Leadership Project.**'

XI. Terms of Service

- This is a non-staff contract under the Individual Contractor modality of hiring at WEL. The incumbent shall not be considered as staff of WEL and are therefore not entitled to any privileges or any other special status or conditions as WEL staff.
- WEL reserves the right to reject any application(s) without disclosing the reasons.