

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANCY SERVICES COMMUNICATIONS CONSULTANT

[KENYA]

Project Name: Regional Scholarship and Innovation Fund for Applied Sciences, Engineering and Technology (RSIF)

Reference No : KE-ICIPE-218866-CS-INDV

Grant No.: D347-3A

Expected duration: 30 person days

Expected start date: 15 March 2021

Application deadline: 28 February 2021

1. Background

The Regional Scholarship and Innovation Fund (RSIF – <https://www.rsif-paset.org/>), the flagship programmes of the Partnership for Skills in Applied Sciences, Engineering and Technology (PASET), is an initiative by African governments to address systemic gaps in skills and knowledge necessary for long term, sustained economic growth in sub-Saharan Africa (SSA). PASET was launched in 2013 by the governments of Senegal, Ethiopia and Rwanda. The governments of Benin, Burkina Faso, Ghana, Kenya and Côte d’Ivoire have since joined the initiative, while several others including Mozambique and Nigeria have expressed commitment to be part of the partnership.

With funding from African governments, the World Bank, the Korean government and European Union through its ACP Innovation Fund, RSIF aims to support PhD training, research and innovation in various African universities that are selected as centres of excellence in fields identified by PASET as priority economic sectors for growth and development, including climate change, energy, food security, ICT and materials science. A competitive grants scheme, RSIF funding is arranged into two components: (i) the general fund, which supports PhD training, research and innovation projects annually and (ii) the permanent or endowment fund, whose return proceeds will become part of the general fund. It is estimated that PASET will need to raise USD 346 million between 2021-2040 for the RSIF Endowment Fund and USD 196 million for the General Fund over the same period. This indicates a cumulative funding need of USD 542 million.

In July 2018, the International Centre of Insect Physiology and Ecology (www.icipe.org) was appointed the Regional Coordination Unit (RCU) of RSIF. The mandate of the RCU includes: management of the two funds; supporting the capacity of the universities and partnering institutions to manage the PhD scholarships; creating partnerships with governments, universities and national and international research organisations for research training, for example through sandwich training, to promote collaboration with and among the centres of excellence; and, introducing more African governments and other potential strategic partners to PASET to grow funding and to ensure continued continent wide support.

Rationale

RSIF’s communications have two main goals to: (i) Enhance awareness of RSIF as an entity, as well as its three windows (PhD scholarships, research grants and innovation grants); and (ii) Support resource mobilization and increased investment in RSIF. To achieve the two goals, RSIF has prepared a Communication Strategy guided by SMART (Specific, Measurable, Achievable, Realistic, Time

bound) objectives. The Strategy will focus on a “campaign approach” resulting in a comprehensive, organised, purposeful effort to accomplish the target changes. As such, the communication strategy aims to pivot RSIF’s branding, to compellingly articulate mission and vision, value propositions, brand promises and distinctiveness, backed by strong visual identity. The Strategy development was informed by a SWOT analysis that identified the Fund’s internal strengths and weaknesses in terms of resources, systems and skills available, as well as a review of its external opportunities and threats for instance developments in the media, policy and public spheres, as they relate to RSIF, including the effects of Covid-19 and the challenges and opportunities created in communication.

2. Objective

The objective of the assignment will be to provide interim communication support to RSIF and contribute to the advancement of the objectives of the RSIF Communications Strategy (and its overall goals to i) Enhance awareness of RSIF as an entity, as well as its three windows; and (ii) Support resource mobilization and increased investment in RSIF). Specifically, the consultancy will support the development of a visual identity for the program and support development and implementation of campaigns in support of the RSIF communication objectives.

3. Scope of consultancy

Reporting to the RCU Manager, and with the support of the *icipe* Communications Unit, the consultant will undertake the tasks listed below.

Description of Tasks	Deliverable	Timeline
1. Design and apply RSIF visual identity to effectively communicate to key stakeholders and the general public	<ul style="list-style-type: none"> • Logo options and related branding guidelines for RSIF’s communications aligned to PASET and <i>icipe</i> • Basic materials and templates (letterhead, business card, fliers, presentation, poster, newsletter, etc. • Updated presentation, media kit, donor kit and event material with new visual identity 	10 days
2. Review and sharpen RSIF targeted communication strategy	<ul style="list-style-type: none"> • Reviewed and updated stakeholder analysis matrix with identified personas for key groups and analyses • Assessment of resources available to RSIF • Updated list of campaign ideas with technical advice for implementation • Established baseline for RSIF communication strategy including current communications (frequency and methods). • Established SMART goals for RSIF’s communication strategy • Updated communication strategy document 	12 days

3. Benchmarking and monitoring	<ul style="list-style-type: none"> • Make technical recommendations including on relevant data tools and software for RCU to adopt for comms strategy related monitoring • Guidelines on strategic monitoring with analytics 	4 days
4. Provide technical backstopping support to the RCU	<p>Strategic and technical communications expert input as requested by RCU in processes to evaluate:</p> <ul style="list-style-type: none"> • RSIF Communications firm • RSIF Senior Communications specialist • RSIF digital media enhancement, including advertisements • implementation of the RSIF communications strategy 	4 days

4. Qualifications and experience

1. A relevant Bachelor's degree in science, social science, journalism, communications or other related field.
2. Fluent English language skills, both written and spoken. French will be an added advantage.
3. Think at a systems level and envision strategies that leverage context, aspirations, and trends to identify novel opportunities and envision means for achieving them.
4. Capture and synthesize diverse inputs, including domain knowledge, stakeholder perspectives, user needs, and market opportunities.
5. Use language skillfully—from creating presentations to drafting clear and compelling proposals, to crafting powerful stories.
6. Create and deploy sophisticated design language that includes illustration, image, typography, color, motion, and interaction
7. Systems approach to design and value creation, with exhibited ability to identify relevant assumptions and to model value, potential ROI, etc
8. Enforce brand guidelines across RSIF managed channels
9. Basic knowledge of search and social advertising, URL architecting, programmatic advertising, and email marketing.
10. Experience in supporting communications in relevant organizations is an added advantage.
11. Knowledge of PASET and its initiatives will be an added advantage.

5. Application Guidelines

Interested applicants should submit the following documents to rsiftenders@icipe.org by Friday 26th February 2021 at 11.00 am local time.

A. Technical proposal

- i. Detailed cover letter expressing interest in this assignment, including full contact details (name, tel. e-mail), and physical address.
- ii. Consultant's detailed CV.
- iii. Evidence of undertaking similar consultancy work during the last 5 years.
- iv. Contacts of at least three references.
- v. Methodology to be used during the assignment.

- vi. Work plan clearly indicating the maximum time and duration required for the assignment.
- vii. Should be in English language.

B. Financial proposal

- i. Provide a competitive and detailed cost breakdown (The fee should be quoted in US\$) to perform the assignment, including all the chargeable taxes.
- ii. Terms of payment.

6. Criteria for selection of the best offer

The Consultant will be selected in accordance with the criteria laid down in “Selection Based on Consultants Qualification” (CQS) method set out in the World Bank’s Procurement Regulations for IPF Borrowers July 2016, Revised November 2017 and August 2018, which can be found at the following website: www.worldbank.org