



Terms of Reference

READVERTISEMENT REQUEST FOR PROPOSAL

ToR/RN01015-05.018/ Communication Training Consultancy / 2023

**Consultancy for Communication Training for the Fankisha Kukabili Janga Improving
First Responders Sector in Kenya**

**Rural Agency for Community Development and Assistance (RACIDA) in Collaboration
with the Johanniter International Assistance**

Synopsis of the Consultancy Opportunity (Individual Consultant / Registered firm)

Solicitation Reference No.	ToR/RN01015-05.018/ Communications Training Consultancy
Title of Solicitation	Consultancy for a Communications Training
Issuing Office & Address	Rural Agency for Community Development and Assistance (RACIDA) Website: www.racida.org
Point of contact for clarifications, questions and amendments	RACIDA General Procurement, Procurement@racida.org
Email Address for submission of Proposals/ Quotes	RACIDA General Procurement, Procurement@racida.org
Solicitation Issue Date	18 th April 2023
Initial Deadline for Submission of Proposals	27 th April 2023 23:59 PM EAT. Applications will be reviewed on a rolling basis.
Anticipated Award Type	Consultancy Agreement
Submission and Evaluation Criteria	<p>Bidder must provide the below listed information</p> <p>Mandatory Eligibility Requirement</p> <ol style="list-style-type: none"> An Individual consultant/Registered firm Curriculum Vitae detailing qualifications of the personnel undertaking the assignment. If applying as a firm, the consultant must provide certificate of Incorporation/ Business Registration. The firm/individual consultant MUST not be sanctioned or blacklisted by any government or regulatory institution. The consultant/firm MUST submit a valid tax compliance certificate KRA PIN Certificates for the individual consultant or firm. <p>Technical Evaluation Criteria</p> <ol style="list-style-type: none"> Consultant Academic and Professional Qualification-20% Consultant's Prior Relevant Work Experience- 40% Methodology/Approach- 40% <p>NB. The minimum technical score shall be 75%. There will be no financial negotiations, as per The German Federal Ministry for Economic Cooperation and Development (BMZ) guidelines.</p>

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1. Background and Rationale

Kenya is subject to recurrent, cyclical, and erratic disasters characterized as natural (climatological, hydrological, biological) or man-made (technological, social, chemical). When disasters occur in Kenya, local actors are the first to respond. However, these local actors are undermined by gaps and shortcomings within the Kenya Disaster Response System.

As such, Johanniter International Assistance (JIA), and three local NGO first responders – The Rural Agency for Community Development and Assistance (RACIDA), St. John Ambulance of Kenya, and Merti-Integrated Development Programme (MID-P) (hereafter referred to as the consortium members) – commissioned a systemic analysis of Kenya's Disaster Response System to identify key areas for investment and capacity building. The analysis revealed several categories of barriers that hinder effective service delivery by first responders in Kenya, which relate to policy, legal and institutional frameworks, structures and systems, resources and community/public awareness.

Based on these gaps, the consortium was established to strengthen the capacity of the three national first responders NGOs (RACIDA, St. Johns Ambulance of Kenya, and MID-P) to accomplish the following: a) increase their technical capacity; b) improve their in-country fundraising capacity for timely interventions; c) increase their public recognition and accountability; d) share and develop the "Knowledge Products" of first responders, i.e. share and document best practices to better learn from successes and failures. The consortium was to coordinate their activities with other actors such as the police, the County Steering Group Committees, the Northern Frontier Alliance in ASAL areas, etc. to avoid duplication, exploit synergies and ensure the transmission of relevant information.

As such, the First Responders seek to have effective communication as an essential building block for organizational success. This allows the organizations to communicate better, build relationships, share information, and achieve their goals efficiently. However, many organizations need technical support with communication, whether due to a lack of resources, inadequate tools, or ineffective strategies. To address these challenges, it is crucial to have a communication training to improve their communication skills and capacity.

2. Objective of consultancy

The objective of this consultancy is to design and facilitate an Effective Communication training assignment. This training seeks to empower the participants with the knowledge and skills to communicate clearly and effectively with internal and external clients. Effective Business Communication – whether written or oral – fosters respects and trust, aids decision-making and entrenches understanding.

3. Scope of work:

The consultant will be expected to:

- a) Design and deliver an appropriate training program with attendant modules;
- b) Support the inculcation of necessary skills within the consortium members (RACIDA, MID-P & ST JOHN) to effectively communicate in multicultural environments through organizational communication, public speaking, writing and presentation technics;
- c) Through the Effective Communication Skills Training, provide participants with:
 - i. Knowledge about professional communication tenets and etiquette. Including Face-to-face communication, virtual/remote communication, written communication, social media communication and nonverbal communication skills.
 - ii. Skills of taking quality pictures and videos.
- d) Provide necessary training materials;
- e) Issuance of certificates of proficiency to the participants.

4. Deliverable outputs and target dates:

The activities and expected outputs are as follows:

- i. Prepare and submit a course outline indicating proposed course content and the program for the two-day training.
- ii. Submit a participatory delivery approach intended for this assignment.
- iii. Facilitate a two-day Effective Communication Skills training exercise in early May.
- iv. Provide relevant training materials in Effective Communication skills to the audience. The training materials will include PowerPoint and participant handouts.

5. Expectations from the Consultant:

The consultant will:

- a) Provide leadership and management of the 2 days training for the consortium members throughout the assignment;
- b) Deliver the assignment within the agreed delivery time;
- c) Share the training report and discuss the feedback and general findings with the RACIDA team;
- d) Provide a manual/tutorial on the communication training;
- e) Cater for his/her transport to the training venue;
- f) Organize for his/her own accommodation and cater for other expenses they may incur during the assignment.

6. Expectations from RACIDA:

RACIDA will:

- a) Provide the venue for the training and accommodation for the consortium members;
- b) Provide necessary stationery and materials needed for the delivery of the training;
- c) Provide administrative support, including assistance in making invitations, organizing and distributing documents, and other provisions necessary to facilitate the training;
- d) Assist the training firm/consultant in ensuring full participating in the training.

7. Duration of Assignment

The consultant should be available to start work from Early May 2023 and should plan on completing the assignment within three weeks from the time of contract signing.

8. Qualifications and Experience of Consultant

The freelance consultant/consultancy firm must have the following experience and expertise:

- i. Possess a degree in Communication or a relevant field from an accredited university.
- ii. At least five years of experience working on similar projects.
- iii. Provide two samples of similar assignments undertaken over the past two years.
- iv. Fluency in English and Kiswahili is required. Knowledge of other relevant local languages is desirable.

9. Evaluation Criteria:

Evaluation Criteria	Sub criteria/Description	Score
Consultant Academic and Professional Qualification	i. To qualify for this position, you must have obtained a degree in Communication or a related field from a recognized university.	20%
Consultant Prior Work Experience	i. You should have at least five years of experience working in a similar capacity. ii. It is essential that you showcase previous communication work done through the provision of two samples of past assignments undertaken. iii. Fluency in English and Kiswahili is required.	40%
Methodology/Approach	The following are the requirements for the terms of reference: i. A comprehensive methodology and approach for executing the assignment detailing the understanding of the task. ii. A proposed assignment plan that showcases a clear and well-defined timeline. iii. A detailed financial proposal and budget breakdown that accounts for expected daily rates and an initial work plan. The financial proposal should cover professional fees and other costs related to completing the assignment. The technical proposal should be at most 15 pages.	40%

Only consultants scoring 75% or above will be invited to participate in the next round of procurement: presentation of technical bids.

10. Application requirements

Interested individuals or firms are requested to submit:

- Their curriculum vitae of firm's profile highlighting academic qualifications and past experience related to this task;
- Samples of similar assignments (2) relevant to this ToR;
- The technical and financial proposal clearly demonstrating the consultant/firm's understanding of the task, methodology and approach, a detailed work plan and a detailed budget (in PDF format);
- At least two references of previous similar work undertaken in the last two years;
- KRA PIN/Certificate of Incorporation/Business Registration;
- Valid tax compliance certificate.

The individual/firm consultant **MUST** not be black-listed or sanctioned by any government or regulatory institution.

Applications should be sent electronically (email) to Procurement@racida.org no later than 5.00 p.m. EAT, 27th April 2023. The application subject line should clearly indicate ***"ToR/RN01015-05.018/ Communications training/2023"***