



MINISTRY OF AGRICULTURE & LIVESTOCK DEVELOPMENT

STATE DEPARTMENT FOR AGRICULTURE

OPEN TENDER

REQUEST FOR EXPRESSION OF INTEREST (EOI) FOR PROCUREMENT OF A MEDIA, COMMUNICATION AND PUBLIC RELATION CONSULTANCY FIRM

TENDER NO.MOALD/SDA/OT/EOI/2024/025

To successfully implement its commitment to advancing Kenya's Bottom-Up Economic Transformation Agenda for food security and enhancing the capacity of farmers, Ministry of Agriculture and Livestock Development recognizes the need for a strategic and comprehensive communication approach. Due to its wide mandate within the two state departments, Agriculture and Livestock development, the ministry needs to be supported by a media and communication firm to be able to provide capacity for managing communication in the ministry. A media and communication consultancy firm will provide the expertise necessary to amplify the ministry's initiatives, ensuring that key messages reach the intended audiences effectively and resonate with stakeholders across the agricultural sector. The following points outline the rationale for engaging a specialized media and communication consultancy:

1. Enhancing Visibility of Ministry Projects

The Ministry has been actively involved in numerous citizen-centered policies, programs, and projects aimed at boosting agricultural productivity and ensuring food security. However, the visibility of these initiatives remains a critical factor in gaining public support and stakeholder confidence. By onboarding a media and communication consultancy, the Ministry aims to effectively showcase its achievements and milestones through strategic media engagement and targeted communication campaigns. This will increase public awareness of the Ministry's efforts, helping to align stakeholders with its goals and fostering a supportive environment for agricultural development.

2. Effective Information Dissemination

A key component of the Ministry's mandate is to disseminate crucial agricultural information to farmers, stakeholders, and the general public. Accurate and timely information on best practices, market trends, weather patterns, and technological advancements can significantly improve decision-making at the grassroots level. The consultancy firm will play a vital role in managing the flow of information through multiple channels, including digital platforms, traditional media, and community outreach, thereby enhancing access to relevant information and facilitating the adoption of best practices among farmers.

3. Supporting Technology Transfer and Backstopping Processes

Technology transfer and backstopping are essential in bridging the gap between agricultural research and practical application in the field. The Ministry has implemented various initiatives such as the Galana-Kulalu Food Security Projects, KIAMIS, KAMIS, e-voucher system, climate-smart agriculture promotion, and digital platforms for agricultural extension, all of which rely on effective communication to achieve their goals. The consultancy will support the Ministry in communicating these innovations to farmers, providing troubleshooting and feedback mechanisms to ensure effective adoption. This approach will empower farmers with modern agricultural technologies, enhancing productivity, resilience, and overall food security.

4. Creating a Community of Practice

The Ministry aims to foster collaboration and knowledge sharing among stakeholders through the creation of communities of practice. This involves using digital platforms and in-person forums to facilitate continuous dialogue and the exchange of innovative ideas in agriculture. The consultancy firm will be instrumental in managing these platforms, ensuring active participation, and driving engagement that results in strengthened networks and partnerships across the agricultural sector.

5. Facilitating Learning Events/Events Management

Organizing training, workshops, and learning events is vital for building capacity among farmers and agricultural officers. These events provide opportunities to disseminate the latest knowledge, skills, and technologies, directly contributing to improved productivity and innovation in farming practices. The consultancy will assist the Ministry in planning and executing these learning engagements, providing logistical support, content development, and post-event evaluations to maximize impact and communicate the same to the public.

6. Strengthening the Ministry's Brand Visibility

Branding plays a critical role in shaping public perception and enhancing the visibility of the Ministry's work. A strong, consistent brand presence across all media platforms not only builds recognition but also reinforces the Ministry's commitment to agriculture and livestock development. The consultancy will develop and implement a comprehensive branding strategy that aligns with the Ministry's mission and vision, ensuring that its initiatives are communicated effectively and resonate with stakeholders and the ministry's strategic plan.

7. Proactive Social Media Management

In today's digital age, an active social media presence is essential for engaging the public, disseminating information, and responding to real-time feedback. The consultancy will develop a robust social media strategy, manage platforms, and create engaging content to build a dynamic online presence for the Ministry. This approach will enhance transparency, foster public trust, and enable direct communication with the agricultural community and the wider public.

8. Mainstream Media Management and PR

Managing relationships with mainstream media is crucial for ensuring accurate and positive coverage of the Ministry's initiatives. The consultancy will coordinate media relations, develop press materials, and facilitate media engagements to ensure that the Ministry's narrative is consistently represented in the media. This proactive media management and PR will help build a positive public image, manage reputational risks, and ensure that the Ministry's successes and innovations are highlighted to a broad audience locally and internationally.

Expected Positive Outcomes

Engaging a media and communication consultancy will result in increased agricultural output through the adoption of modern farming techniques, reduced vulnerability to climate change, economic empowerment of farmers, and the promotion of sustainable practices. These outcomes align with the Ministry's broader goals of advancing food security, driving economic growth in rural areas, and ensuring the long-term sustainability of Kenya's agricultural sector.

By onboarding a media and communication consultancy, the Ministry of Agriculture and Livestock Development will significantly enhance its capacity to communicate effectively, engage stakeholders, and drive forward its mission of transforming Kenya's agricultural landscape.

SECTION II: TERMS OF REFERENCE

1. Introduction

The Ministry of Agriculture and Livestock Development seeks to enhance its media visibility and improve its corporate image both nationally and internationally. This initiative aims to highlight the ministry's achievements and milestones in key media outlets, manage its public narrative, and proactively address issues that may affect its reputation.

2. Consultancy Services

The Ministry requires the expertise of a qualified consulting firm to provide technical and advisory support for managing its public reputation and enhancing its stakeholder relationships. The consultancy will play a pivotal role in communicating the ministry's initiatives, including technology transfer to farmers, and creating a cohesive narrative that aligns with the ministry's mission of promoting food security and agricultural development in Kenya.

3. Scope of Work

3.1. Crisis Communications

- Develop and implement a crisis communications protocol tailored to the ministry's needs.
- Provide holding statements and other media collateral, including press releases.
- Coordinate editor briefings to address urgent issues and maintain a positive public image.
- Manage social media platforms to ensure accurate and timely dissemination of information during crises.
- Prepare for parliamentary hearings by supporting the ministry's communication strategy.
- Facilitate stakeholder relations to mitigate potential reputational risks.

3.2. Strategic Communications and Stakeholder Relationship Management

- Analyze the ministry's operational context and its impact on communication strategies.
- Monitor social media and manage sentiment to maintain a positive public perception.
- Deliver strategic communications services that align with the ministry's objectives.
- Provide public affairs support to enhance the ministry's engagement with various stakeholders.
- Oversee stakeholder relationship management to ensure cohesive and effective communication across all platforms.

3.3. Content Production

- Produce weekly, monthly, and quarterly content that showcase success stories, milestones, and testimonials from various projects.
- Develop creative messages for posters, blogs, and other digital content, designed to engage the agricultural community.
- Create a comprehensive photography and media database, including images of ministry events, technology transfer initiatives, and field activities.

3.4. The Ministry of Agriculture and Livestock Development Brand and Public Relation

- Consistently communicate the ministry's milestones and successes through various media channels.
- Foster engagement with stakeholders to strengthen the ministry's public image.
- Highlight success stories and achievements in the media to maintain sustained visibility and promote the ministry's role in food security and technology transfer.

3.5. Social Media Engagement

- Develop a robust social media strategy that supports the ministry's goals.
- Manage all social media platforms, ensuring regular and engaging content that aligns with the ministry's initiatives.
- Prepare and execute monthly social media calendars to maintain consistent communication.
- Engage interactively with the public to build a community of practice around agricultural innovation and technology transfer.
- Analyze feedback and social media metrics to continuously improve engagement and communication strategies.

3.6. Media Engagement

Managing relationships with mainstream media is crucial for ensuring accurate and positive coverage of the Ministry's initiatives. The consultancy will coordinate media relations, develop press materials, and facilitate media engagements to ensure that the Ministry's narrative is consistently represented in the media. This proactive media management and PR will help build a positive public image, manage reputational risks, and ensure that the Ministry's successes and innovations are highlighted to a broad audience locally and internationally.

4. Timeframe and Deliverables

The consultancy is expected to provide long-term engagement with key stakeholder groups. Services will be provided continuously, with an annual review of performance and deliverables to ensure alignment with the ministry's objectives and to assess the potential renewal of the contract. After evaluation of performance annually, the contract will be renewed subject to approval by the process owner which is the communication department at the ministry.

4.1. Crisis Communications

- Provide ongoing crisis communications support as required to protect the ministry's reputation.

4.2. Strategic Communications and Stakeholder Relationship Management

- Enhance the ministry's reputation through proactive communication and stakeholder relationship management, minimizing risks of operational disruptions.



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5. Consultancy Profile

The selected consultancy must meet specific criteria to ensure the successful execution of the assignment:

5.1. Public Affairs Specialist

- The consultancy should have extensive experience advising government organizations, MDAs in Kenya or East Africa on public policy and managing complex relationships with key audiences.

5.2. Corporate Communications Expertise

- Demonstrated experience in strategic communications, with a blend of project management skills, consulting disciplines, and an in-depth understanding of Kenya's political, media, and business landscapes.

5.3. Content Production Expertise

- Proven record of accomplishment in producing high-impact communications content over the past three years, including videos, photography, social media engagement and creative messaging.

5.4. Brand Strategy Specialist

- Solid experience in brand strategy and management, particularly within the public sector and non-profit organizations.

5.5. Kenyan Stakeholder Relationship Management

- The consultancy should have a strong track record in managing stakeholder relationships with government, community, and investors in Kenya.

5.6. Corporate Strategy Competencies

- Expertise in advising on corporate strategy across both public and private sectors, with a focus on the agricultural and rural development fields.

5.7. Consultancy Staff, Financial Requirements, and Reference Assignments

- The consultancy should have a local presence in Kenya, with a deep understanding of the national context and qualified Kenyan management staff to lead the project.

6 (a) Preliminary Mandatory Requirements

- Valid Tax compliance certificate from Kenya Revenue Authority (KRA)
- Copy of Business Registration/Certificate of incorporation
- Valid trading license/Business permit
- Proof of physical address eg. lease/tenancy agreement.
- CR12 for limited companies issued within the last one-year and the list of Directors and shareholding & copies of Identification Cards (ID) for the listed Directors.
- Provide evidence of experience in providing services (a minimum of 2) of similar nature, complexity, and magnitude within the last five (5) years.
- Demonstrate financial and organizational strength by attaching audited accounts for the last two (2) years.
- Demonstrate the ability, capacity, and experience to undertake the assignment.
- Provide signed Curriculum Vitae of at least five (5) personnel with capacity to undertake the assignment.
- Submission of one original tender document and two copies of each.

Additional Evaluation Criteria

6 (b) The consultancy firm should provide a comprehensive proposal including:

- Comments on the Terms of Reference
- Company profile and expertise description
- Summary of relevant experience in strategic communications and stakeholder management
- Methodology and schedule for the assignment
- Proposed team composition and staff expertise
- Detailed budget with fee structures
- Additional relevant information

7. EOI SUBMISSION

Completed Expression of Interest (EOI) documents are to be enclosed in plain sealed envelopes clearly marked **"EOI PROCUREMENT A MEDIA, COMMUNICATION AND PUBLIC RELATION CONSULTANCY FIRM"**. The completed tender documents should be posted to reach the address shown below on or before **Tuesday 29th October, 2024 at 11:00 am** or placed in the Tender Box situated at the Main Reception, Kilimo House, Cathedral Road on or before the said date and time. Expressions of Interest can be submitted to:

**The Principal Secretary
Ministry of Agriculture and Livestock Development
State Department for Agriculture
P. O. Box 30028 - 00100
NAIROBI, KENYA**