



Scope of Work Template for Consultants

Project/Consultancy Title: Nawiri Communications & Creative Services

Location(s): Nairobi, Samburu and Turkana

Background

The USAID Nawiri program is a five-year initiative funded by USAID Bureau of Humanitarian Assistance (BHA) with the overarching goal of sustainably reducing levels of persistent acute malnutrition in Kenya's arid and semi-arid lands (ASALs). Despite significant investment to address acute malnutrition in Kenya's ASALs over many years, acute malnutrition rates frequently remain at, or above emergency levels and often fail to improve, even when households' access to food and quality healthcare increases. USAID recognized the need to address underlying causes of acute malnutrition through an integrated, multi-sectoral activity that leverages ongoing emergency and development activities. Devolution in Kenya has provided a unique opportunity to partner with county governments to achieve greater and more sustainable impacts around nutrition. A key objective of USAID Nawiri is to prepare local systems and institutions to assume financial and technical responsibility for the implementation of nutrition programming in the future.

The USAID Nawiri research and learning agenda includes 12 research streams (Assessments, Statements of Work (SoW), Protocols) that jointly seek to generate the additional evidence and initial experience required to refine the overall intervention strategy and Theory of Change (ToC). The evolution of the research and learning agenda and each of these research streams are described in the recently submitted Annual Results Report (ARR).

Purpose / Project Description:

The Mercy Corps Nawiri Team requires ongoing support and guidance for the production and repackaging of knowledge products (powerpoint presentations, case studies, research briefs, reports etc.) for external audiences such as partners, donors, government and peer organizations. An experienced communications consultant is needed to copy edit, design and re-design knowledge and learning products in varied formats, such as videos, blogs etc. All products and ideas will be shared internally as well. Work will get progressively more complex with the roll out of statements of work (SoWs) and Nawiri will need ongoing communications support.

Consultant Objectives:

Nawiri would like to procure the services of an experienced and professional communications and media expert(s) to support the program in supporting the delivery of an external communications plan to showcase program impact, innovation and insights to external audiences. This will involve:

1. The Consultant will provide different levels of editing:
 - a. The consultant(s) will provide different levels of editing for the documents:
 - b. Writing - Copy editing: Substantive language editing which aims at improving the overall coverage and presentation of the product, its content, scope, length, level and organization. The editor may also suggest improvements for the author(s) to make or may (by agreement with the author(s)) rewrite and rearrange the material. This will also involve checking for consistency, checking quotations or illustrations that may need permission from the copyright owner, creating, when applicable, the list of acronyms and the table of contents as well providing guidelines for the indexer, when applicable, ensuring the clear presentation and format of the material.



Scope of Work Template for Consultants

- c. Writing - Proofreading: Carrying out a final and thorough check for consistency especially in terms of spelling, style and headings; checking spelling and grammar, font sizes and fonts, bullet listings and spaces, making sure that no text has disappeared or was cut out accidentally during layout, checking all numbering, paragraphs, headings, sub-headings, to make sure they correspond to the table of contents; checking the pagination of the publication, to make sure that it corresponds to the Table of Contents and Index (if an Index exists).
- d. Graphic Design: Graphic designer will be required to properly layout the documents (tables, graphics, ect) and ensure full compliance with USAID Branding/Marking.
2. Working with the program support on communication and learning opportunities:
 - a. Annual events/celebrations/visits
 - b. Preparing relevant communication for learning products such as briefs, op-eds, case studies, short videos etc for dissemination
3. Streamlining of program reports and deliverables to highlight impact and learning across counties, or topics.
4. Events, workshops and meetings: coordination, facilitation and rapporteuring

Consultant Activities and Deliverables:

The Consultant will provide high quality proofreading, graphics and editorial services for Nawiri knowledge products in accordance with USAID and Mercy Corps guidelines:

- Research & Assessment Reports = approx 40 days/year
- Desk or Literature Reviews = approx 20 days/year
- Quarterly and Annual reports = approx. 5 days/year

Communication for Learning Strategy support, planning and production:

- Support to the identification of communication opportunities and outputs = 5 days/year
- Communications, advocacy and policy engagement strategies = 5 days/year
- Ad-hoc programmatic publications: videos/op-eds/briefs/case studies etc. = 10 days/year

Workshops and Co-creation:

- Events (virtual and non-virtual), workshops and meetings: coordination, facilitation and rapporteuring = 15 days/year

Specific needs of particular assignments will be agreed by the Consultant and Mercy Corps Nawiri Team. A separate Task Order will be issued for each assignment.

Timeframe / Schedule:

From on or about May 15, 2021 to on or about May 14, 2022. The duration of the Consultancy will be for an initial period of one (1) year. The services are to be carried out on a retainer contract over the life of the program. The initial twelve months will draw down against a maximum of 100 days. Upon successful delivery of the SoW the contract can be renewed for an additional year with level of effort to be negotiated.

Qualifications:

Below are the qualifications for the key personnel:-



Scope of Work Template for Consultants

- At least a university degree in journalism, communication, international relations, political or social sciences, human rights, or comparable academic preparation.
- At least five years of progressive professional editing experience
- Excellent computer skills, including internet navigation, and various office applications, especially MS-Office applications and utilities.
- Strong communication skills (written and oral), and proven analytical skills in conceptualizing and developing research studies, assessments, and literature reviews are a necessity.
- Strong visual communication experience (such as developing powerpoint presentation or prior experience of working with graphic designers) is an added advantage.
- Demonstrated capacity to coordinate virtual and in person events.
- Strong analytical skills and development of infographics
- Understanding and appreciation of Research to Design and learning would be an added advantage.
- Computer Literacy
- Experience in digital communications and social media.
- Experience in photography and videography is a plus.
- Previous experience supporting USAID-funded programming and familiarity with USAID rules and regulations is a plus

The Consultant will report to:

Darius Radcliffe, CoP for Nawiri

The Consultant will work closely with:

Esther Lungahi, Communications Advisor for Nawiri on specific assignments or any other team of Mercy Corps as directed by the CoP.

Invoicing

Consultant should submit invoices upon delivery of assigned work. The invoice needs a unique number, reference to the Task Order number and the name of the production.