



**MINISTRY OF EDUCATION
STATE DEPARTMENT OF BASIC EDUCATION**

**KENYA PRIMARY EDUCATION DEVELOPMENT (PRIEDE) PROJECT
REQUEST FOR EXPRESSIONS OF INTEREST**

PROJECT ID: P146797
Grant No.: TF018863

**NAME OF CONSULTANCY: CONSULTANCY FOR TECHNICAL ADVISOR (INDIVIDUAL)
FOR THE DEVELOPMENT OF A COMMUNICATION
STRATEGY**

CONTRACT NO.: MOE/GPE/IC/10/2016-2017

PROCUREMENT: INDIVIDUAL CONSULTANT SELECTION (IC)

1. The Ministry of Education has received financing from the World Bank toward the cost of the Kenya GPE Primary Education Development (PRIEDE) Project, and intends to apply part of the proceeds for **Consultancy Services for Technical advisor (individual) for the Development of a Communication strategy.**

2. Objective of this Consultancy

The main objective of this assignment is to develop, package, and disseminate PRIEDE project information at National, County, School and community levels. In addition, the assignment seeks to develop MOE's communication capabilities. The envisaged result from this consultancy is to increase awareness about the ongoing educational reforms, the PRIEDE project, other projects and involvement of stakeholders and targeted beneficiaries on the same. Hence the development of a communication strategy for the PRIEDE Project.

3. Qualification and experience of individual consultant

- A PhD degree in communication or media studies, and post graduate diploma in mass communication.
- Minimum of 5 years demonstrated experience in conducting similar tasks.
- At least 10 years of working in the media and communication industry 3 of which must be management level, including editing.
- Keen understanding of and experience in working with Government institutions.
- Knowledge and understanding of the regional diversity in Kenya.
- Good understanding of Education structures in Kenya.
- Solid understanding of the dynamics, issues and trends of education, as well as issues of communication in governance.
- Familiarity with relevant government policies and structures.
- A good understanding of implementing of education projects

4. The **Ministry** now invites sealed bids from eligible bidders for Consultancy for technical advisor (individual) for the development of a communication and be The addressed to:

Physical Address: Jogoo House B, Harambee Avenue, Ground Floor, Room 014
Attn: Head of Supply Chain Management, State Department of Basic Education
Postal Address: P.O. Box 30040, Nairobi, Kenya
Code: 00100
City: Nairobi

and be deposited in the Tender Box located at the reception area of Jogoo House 'B' Harambee Avenue, on or before **29th August 2017 at 11.00 EAT**. The E.O.I's will be opened on **29th August 2017 at 11.00 EAT** in the 2nd Floor Board room. Immediately thereafter, in the presence of applicants who wish to attend.

5. For more information on Scope of Work, Skills and Abilities please visit the Ministry's website www.education.go.ke

Principal Secretary
State department of Basic Education