



CALL FOR PROPOSALS (CFP): TERMS OF REFERENCE
/ SCOPE OF WORK FOR MEDIA SPECIALIST
DEADLINE FRIDAY, 8TH NOVEMBER, 2015, 6.00PM



1.0 Background

The Kenya Diaspora Alliance (KDA), the Diaspora Investment Club (DICL), in collaboration with partner public and private corporates are organizing a 3-day Kenya Diaspora Homecoming Convention (***KDHC-2015***) in Nairobi from ***9-11 December, 2015***. The Convention aims to bring together about 500 Diaspora who will be visiting their homeland during the December festive season, and deepen their engagement with stakeholders in government, private sector, civil society, development partners, and academia. In addition, the Event will attract about 100,000 Diaspora who will follow and interactively participate online.

Theme of this year's Convention is "***Diaspora Investments in the 47 Counties***".

KDA and DICL have constituted a Global Planning Committee (GPC), a Local Organizing Committee (LOC), and also engaged an Event Coordinator (EC) to assist in the successful planning and hosting of the Convention. The latter two (LOC and EC) are based in Nairobi.

On behalf of the Stakeholders/Co-organizers, KDA is soliciting for Concept Proposals for a Media Specialist. The Media Specialist, in collaboration with the GPC, LOC and KDA/DICL Secretariat, shall be responsible for the overall design, planning and management of media relations and publicity for the Convention.

2.0 Summary of Key Functions

2.1 Manage KDA/KDHC media/press relations

Working together with a PR agency, the Media Specialist will be expected to focus on achieving the following results:

- Media strategy conceived, planned and implemented to enhance the positioning of KDA with the media, with a special focus on the Diaspora Homecoming Convention.
- Opportunities for press conferences identified; press conferences organized; and interviews prior/leading up to the convention.
- Clear, consistent and timely responses to media inquiries; issuance of statements and KDA's positions to media and other external audiences.
- Stakeholder contacts maintained and expanded with: broadcast and print journalists; media groups, organizations and outlets (audio, visual, electronic); and topics, background information, news-related developments and coverage of interest to each sector identified.

2.2 Produce information materials (print, digital and audio-visual) for media, website and other public outreach:

- Draft and produce press releases, advisories, background information, brochures, media kits, success stories to inform media and the general public.
- Draft material for KDA, DICL and KDHC websites to provide up-to-date information on the Diaspora Homecoming Convention.
- Identify and brief graphic designer on design of Convention logo, brochures and other print material.
- Supervise the production of relevant video material on KDA's work, as will best sell/promote

the Convention.

- Identify effective channels (including mainstream and digital/social media) for dissemination of all information on KDA, DICL and other stakeholders to relevant target audiences and coordinate distribution.

3 Qualifications/Competencies

3.2 Functional:

- A minimum of 5 years experience in communications including experience in media relations.
- Demonstrates very good understanding of and experience in communications and outreach.
- Demonstrated ability to build and nurture strong relations with the media.
- Conversance and familiarity with major Diaspora issues and connection with Diaspora audiences and stakeholders.
- Outstanding oral and written communications and editing skills, with proven ability to meet tight deadlines.
- Communicates sensitively, effectively and creatively across different constituencies.
- Very strong organizational and planning skills.
- Proven networking skills, and ability to generate interest in KDA and the wider Diaspora constituency.
- Good ICT skills, including databases and Office software packages and experience in website content management.

3.3 Education:

- University degree in communications, journalism, public relations, social sciences, international relations, or a related field.

3.4 Behavioural:

- Strong initiative-taker.
- Very effective at multi-tasking.
- Focuses on impact and results for the organization
- Interacts effectively with all levels of the organization, including senior management.
- Consistently approaches work with energy and a positive, constructive attitude.
- Identifies opportunities and builds strong relationships with clients and partners.
- Demonstrates exceptional ability to remain calm, in control and good humoured even under pressure and tight deadlines.
- Participates effectively in a team-based, information-sharing environment, collaborating and cooperating with others.
- Good networking and interpersonal skills
- Attention to detail with good analytical and problem solving skills
- Openness to learning
- Impeccable integrity

4.0 Expected Outputs

- Successful, well attended and sponsored Diaspora Homecoming Convention.
- Effective media management and public relations will also have a substantial impact on the effectiveness of KDA's communications and outreach efforts, enhancing the visibility, raising awareness and understanding of KDA and its mission with the media and among the general public.

- This role will contribute to building and maintaining supportive constituencies, leading to enhanced support and sponsorship for future activities and thus helping ensure KDA achieves its strategic goals.

5.0 Reporting Relationships

The Media Specialist will report to the Chairperson of LOC, and regularly keeps the Co-Chairpersons of GPC briefed.

6.0 Timing and Duration of the Contract

The Media Specialist's position will be contracted for a total period of three (3) months.

7.0 Job Location

Nairobi, Kenya

8.0 Payment

A commensurate remuneration will be paid to the successful candidate.

9.0 How to Apply

Please send a detailed proposal of **no more than 4 pages** (clearly indicating the technical and financial aspects), and a CV or Profile to the undersigned as soon as possible, but in any case not later than **Friday, 6th November, 2015, 5.00pm (Kenya time):**

Ms Caroline Ayuya

KDA Trustee

Email: info@kenyadiasporalliance.org or ayuyac@yahoo.com