

TERMS OF REFERENCE – PFMR PROMOTION AND STAKEHOLDER EDUCATION AND AWARENESS RAISING CAMPAIGN

1.0 Background

The Ministry of Finance through its Project, the Public Financial Management Reform Programme (PFMR), has over the past few years rolled out reforms in the public sector. The reforms aim to facilitate the provision of essential public services to the people of Kenya. For this to happen, it needs to efficiently mobilize public resources through the revenue and tax systems and channel such resources to the most needed and politically prioritized areas of service such as education, health, security etc.

The need to reform the Public Finance system was emphasized in the Economic Recovery Strategy for wealth and employment creation, the ERS, and continues to be an important element in the Vision 2030 Strategy to help realize:

- fiscal sustainability and balance in the economy
- restructuring and reallocation for growth and poverty alleviation and
- improved public sector performance efficiency and effectiveness leading to improved service delivery and results for Kenyans.

The development objective of the project is to strengthen public financial management systems to enhance transparency, accountability and responsiveness to public expenditure policy priorities as well as to enhance public service delivery through the effective implementation of Result Based Management (RBM).

The Programme is funded by the Government of Kenya in collaboration with a group of development partners including the World Bank, European Commission, JICA, SIDA, CIDA, GTZ and Norway among others and has a total of 14

implementing agencies. The Public Financial Management Reform (PFMR) Secretariat is responsible for the coordination of the PFMR activities to be implemented by the different Government Departments and Agencies.

The Programme has put together a Communications Strategy to address the information needs of both the internal and external stakeholders. In this Strategy, the Programme has proposed to stimulate stakeholder participation, support and education with regard to the reforms through promotional marketing techniques to be activated via the electronic media and the road shows. To implement the promotional marketing programme, the PFMR Secretariat urgently requires the services of an experienced Marketing Communications Firm.

2.0 Objectives

- To encourage effective stakeholder participation and support in the reform process.
- To increase awareness and improve knowledge of the public financial management reforms and its achievements among stakeholders.

3.0 Scope of work

Specific tasks for the firm will be as follows:

- Develop and implement an acceptable 360 degree promotional marketing and awareness raising campaign strategy targeting PFMR stakeholders (internal and external) to be activated within a period of not more than three months. The Strategy must be comprehensive enough to include techniques on stakeholder education.
- Monitor and evaluate the effectiveness of the campaign and advice on a remedial course of action. An independent market research into the

effectiveness and impact of the campaign is expected at the end of the assignment.

- Perform all requirements to ensure the campaign is a big success in enhancing knowledge and awareness of the reforms among the Programme's stakeholders. Some of the requirements will include not only giving input with regards to design elements of the IEC materials but also contributing creative ideas necessary for the production of commercials to support the campaign.

4.0 Duration of Assignment

The assignment is expected to last not more than three months from the time of activation to the presentation of the final report regarding impact of the campaigns. The period begins immediately the contract is signed.

5.0 Key Deliverables/Outputs

The Service provider is expected to deliver the following outputs:

- A 360 degree promotional marketing and awareness raising campaign strategy.
- An acceptable implementation plan.
- Execution of the promotional marketing plan.
- An independent evaluation report on the impact of the campaign. The evaluation survey must be subcontracted to a firm acceptable to the PFMR Secretariat.

Other than the support (stated in '8.0' below) to be availed by the Secretariat, the successful firm is expected to meet the full costs (in terms of office space, personnel, vehicles, equipment, office and computer equipment and telecommunication systems) of actualizing the above outputs.

6.0 The Service Profile

The firm should be able to meet the following profile and specifications:

- Have an in-depth knowledge and understanding of the marketing communications and specifically promotional marketing industry in the service sector in Kenya. Examples from non-profit service based organizations are preferred.
- Have been in the business of promotional marketing handling accounts for corporations and/or the Government of Kenya for not less than 5 years.
- Demonstrate capacity and possession of creative agency resources required to manage the campaign within the timeframe that has been specified.
- Have successfully implemented at least ten similar promotional marketing projects in the past 5 years (with contactable references).
- Provide profiles (academic and professional qualifications, experience) of members of staff with experience in promotional marketing techniques expected to coordinate and execute the campaign.
- Provide examples of promotional marketing campaigns that you have developed in the past 5 years. Examples from non-profit service oriented organizations are preferred.
- Provide signed testimonials from organizations whose accounts you currently hold.

7.0 The Professional Team

The Coordinating Team comprising of Team Leader, Logistics Specialist and Consumer Outreach Specialist will be required as key staff with skills and expertise as indicated below:

Coordinating Team (in the order of command)

No.	Position	Minimum Qualification	Period
1	Team Leader	Any degree with a minimum of 10 years experience in promotional marketing and below the line communications	8 hours per day for 12 weeks
1	Logistics Specialist	Any first degree with a minimum of 7 years experience in logistics and below the line communications	8 hours per day for 12 weeks
1	Consumer Outreach Specialist	At least a Diploma in Advertising or Sales and Marketing with a minimum of 7 years experience in consumer outreach and merchandising, field supervision and event management	8 hours per day for 12 weeks

Adequate support staff (Field Level Team) shall be provided by the firm to complete the assignment within the stipulated timeline. The firm shall ensure continuity of personnel accepted by the PFMR Secretariat at the time of approving the proposal and no changes will be made during the assignment period.

Support Team (in the order of command)

No.	Position	Minimum Qualification	Period
1	Logistics Specialist	Any Diploma with a bias in Logistics possessing a minimum of 5 years experience in logistics management	8 hours per day for 12 weeks
8	Consumer Outreach Specialist	At least a Diploma in Advertising or Sales and Marketing with some experience in consumer outreach and merchandising, field supervision and event management	8 hours per day for 12 weeks

The names of persons occupying respective positions along with their CVs and photographs shall be submitted to the PFMR Secretariat. The firm is not permitted to change staff members without the consent of the PFMR Secretariat.

8.0 Support from the PFMR Secretariat

The Secretariat will support the successful firm as follows:

- provide the requisite Information, Education and Communication (IEC) materials necessary for the campaign.
- undertake the production and broadcast of commercials to promote the campaign in the electronic media.
- produce and place necessary promotional advertisements about the campaign in the print media.
- provide any necessary information or guidance to make the campaign a success.

The Programme's Communications Specialist will be assigned to work closely with the firm during the entire period of the assignment. The officer holds a Master's Degree in Communication Studies.

9.0 Institutional arrangements

During the assignment, the firm will report directly to the PFMR Coordinator, giving regular briefs on progress of work. The briefs should be available in hard and soft copies for records purposes. Official interaction with the Sectional Heads and other staff at the Secretariat is also expected.

10.0 Procedure for Review

Review meetings will be undertaken by a team constituted by the PFMR Secretariat for the purpose.