

**Terms of Reference (ToR) for the Development of a Communication Strategy**

**1. Introduction**

ACK Development Services Nyanza Region is a non-profit-making faith-based organization serving vulnerable communities within the Six ACK Dioceses in Nyanza Region (Maseno South, Maseno West, Southern Nyanza, Bondo, Maseno East and Upper Southern Nyanza). The organization works to improve the livelihoods of the vulnerable communities in the six counties of Nyanza region – Siaya, Kisumu, Homabay, Nyamira, Kisii, and Migori.

The organization envisions *A dignified responsible humanity enjoying the fullness of life* and exist *to enable the Dioceses and communities of Nyanza region to achieve fullness of life and the integrity of creation through sustainable community development programs for the glory of God.*

The goal of the organization is to improve the livelihoods of the people in the lake region through participatory and sustainable development approaches. For over 24 years, ADS-Nyanza has engaged in various development programs aimed at addressing pressing community challenges, such as climate resilience, economic strengthening, early childhood development, health advocacy, and emergency response.

This TOR outlines the purpose and context for developing a comprehensive Communication Strategy to enhance stakeholder engagement, share impactful results, and articulate the organization's mission effectively.

**2. Objectives of the Assignment**

The objective is to develop a comprehensive Communication Strategy that enhances the clarity and impact of the organization's messaging and visibility; facilitating deeper connections with audiences while reinforcing the organization's mission and values, fostering meaningful engagement and ensuring that messages resonate with diverse demographic segments, establishing robust mechanisms for two-way communication, allowing stakeholders to share their perspectives and feedback.

**3. Scope of Work**

This task involves a thorough review of the organization’s materials and practices currently employed. The analysis will focus on identifying the strengths and weaknesses in the current approach, allowing for improvements that align with best practices and the organization's objectives. A detailed communication plan will outline specific tasks, responsibilities, and timelines necessary for enhancing organizational visibility and engagement. The plan will serve as a roadmap to guide the implementation of communication initiatives that align with ADS-Nyanza's mission and outreach goals.

**4. Methodology**

The consultant is expected to implement a mixed-methods approach that includes qualitative techniques to capture in-depth perspectives. Additionally, quantitative methods like surveys will gather measurable data. An analysis of existing communication materials will complement these efforts, ensuring comprehensive insights into stakeholder needs and preferences.

**5. Deliverables**

The consultant is expected to submit a comprehensive Communication Strategy document that encompasses a clear overview of communication goals and objectives, outlining the desired outcomes and the strategic direction for outreach efforts. The strategy should have sections that:

1. Emphasize how the goals align with ADS-Nyanza's Vision and mission to improve community livelihoods.
2. Detail target audience analysis identifying distinct demographic segments and their specific needs, preferences, and communication habits. This will include a messaging framework that illustrates tailored key messages for each audience group, ensuring resonance and effectiveness in communication efforts.
3. Recommends communication channels and tools tailored for optimal outreach, including digital platforms, community forums, and print materials. This section will evaluate the effectiveness of each channel in reaching target audiences and fostering engagement.
4. Details an implementation plan that outlines specific timelines, milestones, and designated personnel responsible for executing each task within the strategy. This plan will ensure accountability and facilitate monitoring of progress, aligning resources with communication objectives. The implementation plan should ensure real-time communication of crucial events within the organisation.
5. Comprehensively presentation summarizing the key components of the Communication Strategy, designed for ADS-Nyanza stakeholders. This presentation will highlight essential insights, objectives, and actionable steps, promoting understanding and buy-in from all parties involved in the organization's communication efforts.
6. Branding and visibility strategies and propose key activities.

**6. Timeline**

The assignment is expected to last 15 days, with key milestones including the completion of situational analysis, draft communication strategy developed, stakeholder review session conducted, and finalized communication strategy and presentation delivered. The final communication strategy should be delivered by **22nd April 2025**.

**7. Team Composition**

The consultant is expected to provide a comprehensive outline of team roles and responsibilities for the assignment, ensuring clarity in task delegation and accountability throughout the project. At the helm, the lead consultant should possess at least a bachelor’s degree in communications or a related field, complemented by a minimum of 10 years of professional experience in the communication sector. This extensive experience is crucial, as it equips the consultant with the strategic acumen and practical knowledge necessary to guide the development of an effective Communication Strategy. Additionally, the consulting team should include personnel with demonstrated expertise in community engagement and development communications; such qualifications will be considered a significant asset.

**8. Budget**

Interested Consultants/firms are requested to submit a detailed budget for the assignment, with all figures indicated in Kenyan Shillings. The budget should encompass a comprehensive breakdown of all costs related to the development of a communication strategy. All costs should be itemized for clarity and transparency.

**9. Reporting and Communication**

Reporting during the project will be managed by the Project Management Team, which will provide regular updates on progress and milestones achieved in the development of the Communication Strategy. To ensure transparency and effective collaboration, a clear communication plan will be established to facilitate stakeholder engagement throughout the strategy development process. This plan will outline the methods and frequency of communication, specifying how stakeholders can provide input, express concerns, and receive updates to enhancing the overall quality and relevance of the final strategy.

**10. Proposal Evaluation**

1. Understanding of the Assignment (20%) - Clarity of the proposed objectives and deliverables, and insight into the challenges and requirements of the assignment.
2. Experience in Undertaking Similar Assignments (25%) - Demonstrated history of successfully completing similar projects, and relevance and impact of previous work related to communication strategies.
3. Methodology (25%) - Appropriateness and relevance of the proposed methods for achieving project goals, and innovation and creativity in approach to stakeholder engagement and analysis.
4. Composition of the Technical Team (15%) - Qualifications and experience of team members and team structure and complementation among members.
5. Budget (15%) - Clarity and justification of budget items, and cost-effectiveness and alignment of the budget with project goals.

**11: Terms of Payment**

ADS-Nyanza will negotiate with the successful consultant to pay a mutually agreed consultancy fee less withholding tax.

ADS-Nyanza will pay the consultant money for all logistical expenses for the evaluation exercise. The consultancy fee will be paid at the successful completion of the evaluations exercise and submission of the final report.

Send the technical and financial proposals to [hrm@ads-nyanza.org](mailto:hrm@ads-nyanza.org) copied to [ads@ads-nyanza.org](mailto:ads@ads-nyanza.org)

The deadline for submission of expressions of interest is April 07th 2025