Scope of Work and Deliverables

USAID Advancing Nutrition Technical Team

**Date of Request: *12/20/2021***

**Purpose: *The communications consultant will collaborate with two local organizations in Kenya to develop communications strategies and provide other communications support as requested***

**Place of Performance:** ***Nairobi, Kenya, and Kakamega County, Kenya***

**Provider(s): *TBD***

**Period of Performance: *January 24, 2022 – June 30, 2022***

**Activity Manager:** ***Kristen Devlin***

**Activity Code: *37462.2107.0004***

**Activity Internal Project #: *2.5.I.2***

***SERVICES/SCOPE OF WORK[[1]](#footnote-0): The Contractor shall use all reasonable efforts to perform the following services in accordance with the terms and conditions set forth in this agreement:***

1. **Background**

In 2020, the Global Health Bureau within the United States Agency for International Development (USAID) awarded funding to the USAID Advancing Nutrition project to initiate a program under the New Partnerships Initiative (NPI) to support local organizations to address critical nutrition gaps at the sub-national levels in Kenya. As part of this program, the project awarded two local organizations, the Centre for Behaviour Change Communication (CBCC) and the OGRA Foundation, in Kakamega County. These organizations are carrying out projects to improve health and nutrition among women and children, with a focus on the 1,000-day window from pregnancy to a child’s second birthday.

As part of the NPI grants program, USAID Advancing Nutrition is also working with the organizations to strengthen their technical and organizational capacity to become more effective partners to USAID. In August and September 2021, USAID AN contracted a consultant to facilitate an organizational capacity assessment (OCA) with the grantees and to develop an OCA action plan, or capacity strengthening plan (CSP) with each for the duration of their grants.

The OCAs identified communications and documentation/reporting as key areas for capacity strengthening. Specifically, OGRA would like to develop a communications strategy, orient key staff to it, and plan for its implementation over the next year. CBCC would support across a variety of communications and knowledge management areas (e.g., management of available data, translating knowledge into policy and actions, mainstreaming strategies, new tools and guidelines, support for publishing, and developing high quality information products), and have included a coaching program in their CSPs to build skills in some of these areas.

In December 2021, USAID Advancing Nutrition decided to contract a local consultant to help the grantees strengthen their resource mobilization strategies and processes, per the above requests.

**B. Objectives**

**Objective 1.** To collaborate with OGRA to develop a communications strategy and implementation plan, and orient key staff to it

**Objective 2.** To design and implement a knowledge management coaching program for key CBCC staff

**C. Activities**

Consultant activities will primarily take place with CBCC and OGRA staff in Kakamega County, where the organizations are based, and/or via distance communication with USAID Advancing Nutrition staff based in the U.S. The consultant will be expected to engage with grantees in-person, as permitted by local COVID-19 guidelines, and virtually if needed.

A summary of the consultant activities is as follows:

**Objective 1:**

1. **Planning:** Participate in a planning call with USAID Advancing Nutrition and review relevant materials.
2. **Needs assessment:** Hold a discussion with OGRA around the envisioned communications strategy and implementation plan they would like to develop.
3. **Preparation:** Develop an outline describing the support to be provided to OGRA in developing their communications strategy and implementation plan, including the objectives, the staff who will be involved, the resources required, the timeline, and the plan for orienting key staff to the new strategy. (Note that this orientation may be an opportunity to develop or validate the implementation plan.) Share this outline with USAID Advancing Nutrition and OGRA for feedback/input before proceeding. **(Deliverable 1)**
4. **Implementation:** Per the outline, work with OGRA to develop their communications strategy and implementation plan. Take notes summarizing the actions taken during each meeting, key discussion points that arose, and any next steps.
5. Orient relevant staff to the communications strategy. (This may be an opportunity to develop or validate the implementation plan, depending on what was previously decided.)
6. **Documentation and synthesis:** Write a brief report describing the support provided to OGRA. Append the outline, notes, and newly developed communications strategy and implementation plan. **(Deliverable 3)**

**Objective 2:**

1. **Planning:** Participate in a planning call with USAID Advancing Nutrition and review relevant materials.
2. **Needs assessment:** Hold a discussion with CBCC to better understand specific capacity strengthening needs for knowledge management and documentation/reporting. Support them to prioritize this list to 2-3 key areas for the next six months.
3. **Preparation:** Develop a coaching plan for key staff (e.g., the monitoring and evaluation officer) on the identified knowledge management / documentation areas. The plan should outline specific capacity strengthening objectives, approaches (one-on-one technical support, document review, training), and activities that will be undertaken to achieve those objectives. Each coaching session or activity should include an objective or purpose, the format, the desired outcome(s)/output(s), and timeline. While number, format, and duration of coaching activities will vary based on identified needs and availability, it is recommended that the coaching activities equal to a total of 3-5 days, or 24-40 hours for the staff member(s) identified to participate. Share the coaching plan with USAID Advancing Nutrition and CBCC for feedback/input before proceeding. **(Deliverable 2)**
4. Design or compile any relevant coaching materials and resources.
5. **Implementation:** With CBCC, carry out the coaching program. For each activity, take notes summarizing the actions taken, key discussion points that arose, and any next steps.
6. **Documentation and synthesis:** Draft a report describing the coaching activities. The coaching plan, notes from coaching activities, and any materials and resources shared/developed for the coaching sessions should be appended. **(Deliverable 4)**

**D. Deliverables and Schedule**

***The Contractor is responsible for the timely submission of the following deliverables, as part of the SOW:***

| ***Del. No.***  | ***Deliverable Name*** | ***Deliverable Description*** | ***Due Date*** | ***Total Deliverable Value\**** |
| --- | --- | --- | --- | --- |
| 1 | Outline of strategy development support to be provided to OGRA  | Outline describing the support to be provided to OGRA in developing their communications strategy and implementation plan, including the objectives, the staff who will be involved, the resources required, the timeline, and the plan for orienting key staff to the new strategy.  | March 31, 2022 | 3 days |
| 2 | KM coaching plan for CBCC staff | KM coaching plan that includes objectives, approaches, and activities  | March 31, 2022 | 3 days |
| 2 | Report on support provided to OGRA | Report describing the support provided to OGRA in developing their communications strategy and implementation plan, and in orienting their staff to it. Append the outline, notes, and newly developed communications strategy and implementation plan. | June 30, 2022 | 7 days |
| 3 | Report on support provided to OGRA | Report describing the coaching activities undertaken, including key issues that arose and areas of discussion. The workshop materials and roadmap (workshop output) should be appended to the report. | June 30, 2022 | 7 days |

\**To be completed by the Contracts Manager.*

***[For consultants only:]***The total LOE is approximately equivalent to **20 days**.

All required deliverables and reports shall be submitted to the JSI Activity Manager listed on Page 1.

**E. Consultant Qualifications**

* Bachelor’s degree and 7+ years of professional experience in communications, knowledge management, or related field
* Experience with USAID rules and regulations
* Experience engaging/partnering with small-to-medium sized non-governmental organizations and/or civil society organizations, especially to support staff capacity strengthening priorities
* Experience designing and facilitating workshops and trainings to build knowledge and produce action plans
* Ability to build and maintain partnerships that promote confidence and trust
* Ability to develop and submit timely, high-quality deliverables
* Ability to conduct work in a collaborative and culturally sensitive manner
* Strong communication skills and attention to detail
* Professional proficiency in verbal and written English
1. USAID approval is required prior to any travel and payments associated with travel, travel-related tasks/responsibilities/deliverables or payments are contingent upon receiving USAID approval. The consultant will also need to provide documentation of medical clearance. [↑](#footnote-ref-0)