

TERMS OF REFERENCE FOR A SHORT - TERM CONSULTANT TO DEVELOP A COMMUNICATION STRATEGY AND BRANDING GUIDELINES

1. INTRODUCTION:

The Federation of Kenya Employers [FKE] is the voice of Employers and the leading employers' membership body in Kenya. It was established in 1959 under the Trade Unions Act Cap 233 Laws of Kenya (now repealed) to represent the collective interest of employers in Kenya.

FKE is charged with lobbying and advocacy on behalf of employers at the tripartite level involving the Government, Employers and Workers. FKE has an excellent working relationship with leading organs in the labour and social sector and serves on the board of the International Organization of Employers (IOE), International Labour Organization (ILO), Business Africa - Employers Confederation whose headquarters are in Nairobi and the East Africa Employers Organization (EAEO)

Our goal is to be the leading employers' organization globally, supporting enterprises for sustainable socio-economic development and to promote an enabling socio-economic environment to enhance industry competitiveness.

The Federation wishes to undertake the following.

1. Development of a communication strategy to enhance member awareness on measures to undertake for enterprise sustainability.
2. Development of FKE brand standards/ guidelines

The Communication Strategy will assist the Federation of Kenya Employers to effectively support enterprises during the pandemic period and beyond and re-align communication activities and priorities towards this. The Branding standards will ensure a "one look one" feel element to enhance perception, association and response to all FKE communication.

2. OBJECTIVE OF THE ASSIGNMENT

The Federation wishes to engage a consultant to carry out an audit of FKE internal and external communication which will inform the development of its communication strategy. The consultant will review internal processes, interact with the organizations

stakeholders with the view of determining the current image and communication needs and challenges. The gaps identified will form the basis of the development of the strategies for improvement of both internal and external communication.

The consultant will also undertake a desk analysis to review any existing communication strategy, organizational strategy and review similar Business Member Organization (BMO's) communication strategies with the view of identifying and understanding the best practices to inform the outcome.

3. RATIONALE FOR THE ASSIGNMENT: -

The modern workplace is continuing to change, through shifts in work cultures, adjustments to office and workspace environments, not to mention ongoing technological advancements. With the emergence of COVID-19, FKE has continued to update members on emerging issues on employment, labour and social matters by offering weekly Webinars, issuing e-shots and monthly newsletters. The development of a communication strategy will enhance FKE's communication channels to its members on COVID-19. This will include production of guidelines and documents aligned to international best practices, cascading information tool kits, advocacy measures through mainstream and offline media. The communication strategy will also support the dissemination process of the Memorandum of Understanding (MoU) signed between the Tripartite Social Partners, employers and other stakeholders. An in - depth audit of the current communication situation to guide where the Federation foresees itself is lacking. The analysis will include the current public image to guide the development of strategies that will help achieve the desired image, identity and interaction with the publics.

Additionally, various agencies/ donors support the activities of the Federation hence the need to clearly and strategically publicize the progress and achievements through these partnerships.

4. SCOPE OF WORK

Working under the direct supervision of the Manager, PR & Communication, the consultant will research on the current image, public perception, and communication needs of the organization. To this end, the consultant is expected to undertake:

Development of a communication strategy and Branding Standards to enhance FKE image and Influence and member awareness

The proposed activities will be:

- Carry out a research analysis of the Communication gaps & challenges for both internal & external stakeholders
- Find out the general internal and external communication practices with an assessment of the current communication channels
- Undertake an Audience Analysis clearly defining the informational needs of the groups
- Develop a Communication Strategy for FKE that addresses the identified gaps and challenges.
- Develop an implementation matrix with strategic responses and communication activities that will be used to address the situation
- Develop brand guidelines to standardize the look and feel of communication including online tools.

5. EXPECTED OUTCOME

- Enhanced awareness about the Federation of Kenya Employers
- Improved image and visibility
- Enhanced Member engagement
- Improved stakeholder relations

6. DELIVERABLES

- Submission of an inception report demonstrating methodology, understanding of the assignment and timetable by 22nd March 2021
- Present the draft report to Management on 6th April 2021
- Stakeholder list with needs and implementation matrix 6th April 2021
- Submission of final report on 24th April 2021
- Branding Guidelines 10th May 2021

7. KEY COMPETENCES, TECHNICAL BACKGROUND, AND EXPERIENCE REQUIRED

- Degree in Communication Studies, Public Relations, Information Systems, or equivalent academic credentials
- Demonstrated understanding and experience in developing communication policies, strategies and programmes that are geared towards business development
- In-depth understanding of the Labour Sector in Kenya and familiar with the Federation of Kenya Employers mandate

- Familiarity of Business Member Organizations and the communication therein
- Strong written and verbal communication skills;
- Organized and able to present ideas in a concise and logical format including proven ability to summarize lengthy and complex information into short and simple language.
- Excellent communication and writing skills in English
- Participatory approaches in conducting assessment.
- Strong analytical skills

DURATION

This assignment is a short assignment for 20 days with effect from 22nd March and must be completed no later than 24th April 2021

HOW TO APPLY

Send a response to the Terms of Reference with a CV/ Profile to fkepr@fke-kenya.org
Applications should be submitted by Monday