Terms of Reference
Impact communication, documentation, branding, publicity and Online information activities

Background

Youth Alive! Kenya (herein referred to as YAK) is a Non-Governmental Organization (NGO) that advocates for and support youth participation in development processes. The organization was formally registered as a community-based group in April 1999 and a National NGO in December 2003. YAK has its Headquarters in Nairobi and Regional Office in Kisumu.

Since its inception, YAK has worked in partnership with youth organization, privates sector and government to advocate for youth responsive policies, legislation, and program within Kenya in particular and Africa in general. The organization currently works with over ninety four (94) youth organizations in eleven (11) out of forty seven (47) counties in Kenya. These Counties include but are not limited to; Nairobi, Kajiado, Machakos, Kakamega, Uasin Gishu, Mombasa, Kiambu, Kirinyaga, Kisumu, Murang’a and Siaya. We also seek to strengthen youth participation in development agenda in line to the Sustainable Development Goals (SDGs) targets at County, National, Regional and Global levels.

Forum for International Cooperation (FIC) in Partnership Youth Alive! Kenya (YAK) have been implementing the Decent Work and Labor Rights program in East Africa Phase II within Kisumu County. The program seeks to increase knowledge and skills of young people on employment and entrepreneurship possibilities in Kenya (Nairobi, Mombasa and Kisumu) and Tanzania (Dar Es Salaam).

It’s against this background that FIC and YAK have received a bridge grant to further continue implementing the project in the region. The bridge grant March – October 2020 is designed to achieve rapid results on sustainability of the current program activities as well as the resilience of organizational capacity of the youth organizations and trade union partners currently implementing Decent Work and Labor Rights program.

Specific

Youth Alive! Kenya seeks to engage the services of a branding/ communication/ IT firm to help create a new and dynamic online presence. YAK seeks to engage a reputable and qualified organization with a track record of success in designing and producing digital solutions to develop a robust and comprehensive online re-branding exercise with a new logo, interactive website and prolific social media presence.

Deliverables:

a) **BRANDING**
   1. New creative logo – 3 designs for review by YAK.
   2. Develop templates implementing the approved logo on business cards, letterheads, corporate pull-up banners etc.
   3. A basic style guide to act as a brandbook to aid in maintaining brand consistency online and offline
   4. Develop a YAK Branding portfolio
5. Support development of consistent and compelling content for the website, blogs, newsletters and social media platforms (Facebook, Instagram, LinkedIn, YouTube and Twitter).
6. Develop a digital organizational profile portfolio.
7. Create a sharable, creative and user-friendly version of the YAK strategic plan 2020-2024.
8. Roadmap for quarterly newsletters based on YAK programs with emerging issues content as feature story.
9. Develop social media strategy to increase online footprint and traffic on YAK’s platforms through adopting innovative growth approaches.
10. Coordinate the strategic placement, syndication, and distribution in both online and traditional platform.
11. Coordinate with project teams to illustrate articles in sharable short videos/impact videos, newsletters etc.
12. Develop and execute a weekly content plan, including daily posting across all social media platforms.

b) WEBSITE
14. New look creative, dynamic and vibrant website with improved User Experience and navigation, mobile friendly, enhanced security using SSL, visitor tracking
15. Search Engine Optimization (SEO) and keyword generation for improved search engine ranking and maximum visibility incorporating Google Analytics.
16. Link website to all social media platforms
17. Incorporate a digital/ online fundraising (donations) solution
18. Provide guidance and support on website content
19. A personalized e-newsletter function with email and text blasting options;
20. Develop a Content Management System (CMS) and provide training on CMS/ website management and maintenance;
21. Develop a user guide for the website and the CMS, complete with the most common troubleshooting guidelines. The CMS should be dynamic and allow information to be easily updated by administrative staff without specialized web development skills;
22. Guide YAK through the web hosting needs and security setups/controls;
23. Install and configure relevant server applications on the website host server for secure, efficient and easy access of the website across all web platforms.
24. Secure and authenticated access to the website using secure https transmission channels.
25. A database and a document management system to store, manage and track documents uploaded to the website for downloads and easy access through remote sharing.
26. Develop corresponding user accounts and interfaces for the website administrators.
27. Administrator and end user training on the various website functionalities.
28. Develop strategy for sponsored campaigns and google Adwords linked to the website landing page.
29. Make adjustments to the website prototype and brand deliverables based on feedback.
**Duration**
The assignment is expected to take no more than six weeks of contract signing with one sampling and analysis week. The assignment is expected to be carried out during the month of May - June, 2020.

**Profile of Consultancy Company**
- A solid understanding of brand development and brand positioning;
- Adequate knowledge and at least five (5) years of progressive experience with web design and creative content development proven through portfolio of designed products;
- Excellent communication and presentation skills including the ability to liaise with technical staff and present information in a clear and concise style.
- Proven understanding of the donor environment
- Candidates should demonstrate their qualifications and proficiency in web application development, graphic design and database design.
- Ability to understand users' needs and to customize services and products accordingly, in order to provide user-friendly and ergonomic solutions that meet user requirements.
- Expert knowledge in the field of web design, user experience and brand re-engineering.

**Technical Skills and Expertise**
- Solid understanding of the concepts of user experience, user interface design principles and conceptual design.
- Expert knowledge in PHP, HTML, CSS and JavaScript.
- Knowledge of Bootstrap, jQuery and AngularJS.
- Knowledge of industry-standard design tools such as Adobe Photoshop, Illustrator and Dreamweaver.
- Knowledge of the Content Management System, particularly with respect to page template design, will be considered an asset.
- Experience developing interactive websites that allow for user-engagement and online donations;
- Eye for design and attention to details are essential.

**Management of the consultancy:**
The management of this consultancy will be under Youth Alive! Kenya. The consultant company will be reporting to the Youth Alive! Kenya Communication Officer. Where necessary, the company may be required to provide feedback to FIC through Youth Alive! Kenya.

**Payment**
Payment will done as per the agreement that will be set out with the assignee. Payment will be done against a disbursement schedule as will be outlined in the contract and based on receipt of clearly defined deliverables with a specific timeline.

**Application process**
Interested and qualified companies should submit to hr@youthalivekenya.org cc to; info@youthalivekenya.org the following:

1.1. Concept note outlining understanding of the task, methodology, work plan/timelines.
1.2. Financial proposal in Ksh.
1.3. Confirmation of availability for the task.
1.4. Current profile demonstrating and indicating qualifications and experience in website management and creative content development.
1.5. Prove of having done a similar assignment (attach a report)
1.6. List of at least 3 referees with contacts

Indicate on the subject line of the application email **EOI number 003/2020** to reach YAK on or before April 29th 2020 by CoB.