

Call for Consultancy Services: Social Media & Communication Consultancy

Place of Assignment: Association of Media Women in Kenya

Duration of Assignment: 2 months.

Date of Commencement: Mid-September

Deadline for applications: 8th September 2020

Applications to be submitted to: The Executive Director, info@amwik.org

Terms of Reference:

1. Introduction

The Association of Media Women in Kenya (AMWIK) is a National Media Association established in 1983 and registered under the Societies Act as a non-profit membership organization for women journalists from the print, electronic media and the other areas of communication.

AMWIK works through pooling the resources of women in the media to give visibility to women's concerns. AMWIK has remained focused on giving a voice to women and their issues. We recognize the power of the media in influencing and informing the public of issues that are of importance to them especially during this period of Covid-19.

AMWIK in partnership with The Urgent Action Fund, Eastern African Sub-Regional Support Initiative for the Advancement of Women and a consortium including Tanzania Media Women Association IIDA Women's Development Organisation, and Friends of Lake Turkana is currently implementing an advocacy project documenting the *impact of Covid 19 on small and medium scale women traders in Eastern Africa with a view to build evidence to be used in supporting recovery efforts*. AMWIK is focusing in Kenya. AMWIK is also telling stories on the Social Impact of Covid19

The organization seeks to hire a short term Social Media Consultant (2 months) to work closely with the staff in the realizing its objectives.

SCOPE OF WORK

In light of the above, AMWIK is looking at commissioning a consultant for 2 months to continue with the evidence based communication style of advocacy through:

- Literature review on the impact of Covid 19 on Women businesses in Kenya.
- Collect information, design and implement a social media campaign for the duration of the project by highlighting the impact of the pandemic on Women in various sectors using various methods (videos, photos, designed artwork, infographics).
- Co-ordinate and organise the collection of stories on the impact of Covid 19 on women's business as well as the social impact in the society.
- Include in the social media engagement other posts on AMWIK thematic areas

EXPECTED DELIVERABLES

- 1) Develop an inception report detailing the process and methodologies to be employed to achieve the objective of this consultancy as stated above. This should include a detailed work plan for this exercise, and must be presented to AMWIK for review and further input.
- 2) Design a brief social media strategy as appropriate around the topic
- 3) Based on evidence gathered, craft compelling content which engages the audience in an interactive and meaningful way and sparks conversations around issues related to Impact of Covid- 19 on women in SMEs on AMWIK’s social media accounts
- 4) Develop a report highlighting various findings during the interaction that can be utilized for future evidence based communication. Similarly develop a report on the outcomes of the engagement including analytics
- 5) She/he will play a leading role in managing the project’s social media campaign and guiding wider digital editorial processes.
- 6) She/he will regularly give feedback to AMWIK on content, style and storytelling

Desired Competencies

- Bachelor's Degree in social science, marketing, journalism, communications, or any other related field
- 2+ years’ experience working on social media campaigns or digital for a publishing outlet or Non- Governmental Organization.
- Experience in developing and implementing social media or digital marketing strategies.
- Proven ability to write flawless copy on tight deadlines.
- Adept at using a wide range of social media platforms including Facebook, Twitter, Google+, Instagram, LinkedIn,
- Strong awareness of social media communication behaviors in Kenya.
- Consistently achieves high-level results, managing and delivering projects on-time.
- Experience of blogging and article writing and knowledge of best practices eg infographics, simple artworks, photo and video editing.
- Knowledge of social media monitoring technology
- Experience in reporting on quantitative and qualitative analytics.
- Proven ability to conceptualize, plan and execute ideas as well as transfer knowledge and skills.

Only applications submitted by the deadline will be considered

How to Apply

Interested and suitable candidates should ensure that they forward their applications (a cover letter, Curriculum Vitae and a narrative of past work(Share links where available))

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Please note that only shortlisted candidates will be contacted.

