



**EXPRESSION OF INTEREST FOR THE PROVISION OF
CONSULTANCY SERVICES FOR THE STRATEGIC CORPORATE
COMMUNICATION EXPERT- INDIVIDUAL FOR THE AFFORDABLE
HOUSING BOARD**

TENDER NO. AHB/RFP/T/015/2024- 2025

**CHIEF EXECUTIVE OFFICER
AFFORDABLE HOUSING BOARD
PRISM TOWERS, 23RD FLOOR, 3RD NGONG AVENUE.
P.O BOX 27521- 00100 NAIROBI**

ISSUED ON 17TH DECEMBER 2024

CLOSING/OPENING ON 13TH JANUARY 2025

INVITATION NO. AHB/RFP/T/015/2024- 2025

CONTRACT NAME: EXPRESSION OF INTEREST FOR THE PROVISION OF
CONSULTANCY SERVICES FOR THE STRATEGIC CORPORATE COMMUNICATION
EXPERT- INDIVIDUAL FOR THE AFFORDABLE HOUSING BOARD

PROCURING ENTITY: AFFORDABLE HOUSING
BOARD (AHB)



TERMS OF REFERENCE FOR EXPRESSION OF INTEREST FOR THE PROVISION OF CONSULTANCY SERVICES FOR THE STRATEGIC CORPORATE COMMUNICATION EXPERT- INDIVIDUAL FOR THE AFFORDABLE HOUSING BOARD

INTRODUCTION

The Affordable Housing Board (AHB) is a body corporate established under the Affordable Housing Act of 2024 as a State Corporation within the State Department for Housing and Urban Development. The main mandated is to oversee the development of affordable and institutional housing, as well as related social and physical infrastructure across Kenya.

The Affordable Housing Fund (“AHF” or the “Fund”) is the lynchpin in the delivery of the AHP. Pursuant to section 10 of the Act, the purpose of the Fund shall be to provide funds for the design, development and maintenance of affordable housing, institutional housing and associated social and physical infrastructure.

The Affordable Housing Board is therefore charged with oversight, development and delivery of funding to the implementing agencies prescribed in Schedule I of the Act.

The other purposes of the fund are:

- (a) Facilitate the provision of funds for affordable housing and affordable housing schemes in the promotion of home ownership.
- (b) Provide low interest loans or low monthly payment home loans, where applicable for the acquisition of affordable housing units within the approved affordable housing schemes.
- (c) Facilitate design, development and maintenance of affordable housing schemes in all counties;
- (d) Facilitate development of institutional housing units;
- (e) Develop long term finance solutions for the development and off-take of affordable housing;
- (f) Provide funds for maintenance of any land or building, estate or interest therein, for any of the purposes of the fund;
- (g) Fund any other activities incidental to the furtherance of the objects of the fund; and
- (h) Facilitate the provision of services to the projects under the management of the fund.
- (i) Collect and administer the voluntary savings

ASSIGNMENT

Given the magnitude of the mandate of the Board, the Affordable Housing Board now seeks to engage the services of a strategic corporate communication and public relations specialist to support the development and implementation of the Board's communication strategy over a period of 12 months with particular emphasis on:

- a) Coordinating with stakeholders and liaising with the Board and third parties on Affordable Housing.
- b) Creating positive media presence and Public Relations for the Board's activities
- c) Raising awareness of the Board's programs and achievements
- d) Managing all public relations and communication pertaining to the Board

The Communication Specialist will work with the Affordable Housing Board communications team, external consultants and Board management as appropriate through all stages of the contract.

1. Overall Objective

The Objective of this consultancy is to engage the services of an expert strategic corporate Communications Specialist to work with the Affordable Housing Board and all its key stakeholders to design, produce and promote communication strategy and materials necessary to raise awareness on and increase access to relevant information on the Affordable Housing.

This includes:

- Coordinate the development and implementation of the Board's Communication Strategy
- Coordinate the Development and production of Knowledge products (such as relevant Information, Education and Communication (IEC) materials and infographics)
- Public communications (such as media releases, social media updates and web stories through dedicated Board's website)
- Citizen engagement and key stakeholder engagement to ensure that households and communities understand the benefits of affordable housing and have a buy in to the success of the project.
- Coordinate and prepare of speeches for C suite and board
- Messaging to ensure that any potential risks are adequately addressed before they evolve into a crisis.

2. Scope of the Assignment

The duties and responsibilities of the strategic cooperate Communications Specialist will include the following:

- i. Act as liaison of the Board with stakeholders and third parties on the development and implementation of a communication strategy for the Affordable Housing Board.
- ii. Provide technical advice to the Affordable Housing Board (AHB) on strategic communication issues to enhance effectiveness in communication of the Board's activities.
- iii. Public Awareness, education and Outreach – Develop clear and concise messaging and educational materials about the affordable housing purpose, benefits, and timelines. Utilize various communication channels (e.g., town hall meetings, website updates, social media) to reach diverse audiences.
- iv. Stakeholder Engagement - Establish regular communication channels with stakeholders through meetings, newsletters, and community forums. Regularly share updates on construction progress, milestones achieved, and anticipated timelines. Communicate any potential delays or disruptions in a timely and transparent manner
- v. Media Relations – Develop media kits with project information and key contact details. Proactively engage with media outlets to share project updates and address any concerns raised in the media.
- vi. Benefits Communication – Clearly communicate the positive impacts of the affordable housing program, such as improved housing quality, increased sanitation, and environmental benefits. Further, develop press releases and public announcements on project's completion. Organize events such as commissioning to showcase the completed projects and its benefits to the community and the Country.
- vii. Prepare and support capacity building of key Board staff on report writing speeches for C-Suite and Board and presentation skills.
- viii. Oversee the establishment and management of the Affordable Housing Board information sharing system including social media channels, and other relevant public relations activities.
- ix. Establish an effective system to develop messaging to respond to enquiries from the stakeholders in a timely manner.
- x. Provide support to the Board in planning and managing the Board's events.
- xi. Play a leading role in both internal and external relations, building relations with media personnel, liaison and public relations to ensure that cross-cutting issues are effectively integrated into all communication efforts.
- xii. Work closely with project Monitoring and Evaluation (M&E) staff and other relevant specialists to ensure that the Board's achievements and impacts on affordable housing are effectively documented and communicated to stakeholders.
- xiii. Undertake relevant research on the Board's stakeholder's perspectives, mass media audience analysis, track public perception of the Board and develop appropriate

communication response to emerging issues. The goal is to create and sustain increased positive awareness of the Board and win public support and participation for implementation.

xiv. Any other Related duties assigned by the Chief Executive Officer.

3. Deliverables and Key Performance Indicators

The following are the overall main deliverables for the consultant:

- 1) Communication Strategy for the Board.
- 2) Brand implementation strategy for the Board
- 3) Quarterly Communication Plans
- 4) Quarterly Project Newsletter
- 5) Monthly progress reports

4. MONITERING AND EVALUATION

The continuous monitoring of the consultant's performance on a regular basis shall be based on the following Key Performance Indicators (KPIs) which shall be summarized in the monthly progress reports.

1. Number of communication materials developed, such as newsletters, infographics, press releases, and social media posts.
2. Frequency and quality of stakeholder engagement activities conducted, including workshops, meetings, and public forums.
3. Growth in social media followers and engagement rates.
4. Timeliness and accuracy in the dissemination of information.
5. Number of successful media campaigns and public relations events executed.
6. Level of Public awareness and understanding of key project impacts for communities and individuals.

5. Required Qualifications and Experience

This assignment requires an individual with skills and expertise on communication matters having the following qualifications:

- a) At least a master's degree in communications, in particular development communications, Public Relations, Journalism or any other relevant qualification
- b) A Minimum of 5 years hands-on experience in Development Communications, Corporate Communications, Public Relations, Business Communications or Journalism; preferably with experience in Government funded projects.
- c) Sound understanding of housing sector in Kenya is desirable
- d) Established track record in communication, outreach, and knowledge management, video and graphic development and editing, proofreading, and copy editing, knowledge and experience in social media management.
- e) Demonstrated experience in digital marketing, social media management, and website content management.

- f) Demonstrate that you are a team player with excellent interpersonal skills,
 - g) Excellent written, editorial and verbal communication skills
 - h) The Consultant must be a member of a professional association e.g. Chartered Institute of Marketing (CIM), Marketing Society of Kenya (MSK), Public Relations Society of Kenya (PRSK), Chartered Institute of Public Relations (CIPR).
 - i) Proven excellence, enthusiasm, and creative/journalistic writing skills, and approach to communications that spur active public debates. Demonstrated ability to conceptualize and develop visual media content
 - j) Proven ability and knowledge of social media platforms, mainly Facebook, X formerly Twitter, Newsletters, and website management among others.
 - k) A good social media following, traffic, and engagement, especially with young people will be an added advantage.
- Interested individual consultants must provide information with evidence that they are qualified and experienced to perform this assignment. For that purpose, documented evidence of recent and similar services shall be submitted. In addition, they should include a proposal for undertaking the assignment along with a financial proposal.
 - The Consultants' proposals shall be evaluated on the following criteria as expressed in their updated curriculum vitae/ proposal, Professional and academic certificates, and other relevant testimonials.
 - Similar/Relevant Assignments undertaken 30%
 - Methodology & Adequacy 30%
 - Educational level compared to the field of assignment 20%
 - At least 12 years of relevant experience 10%
 - Knowledge of Affordable Housing Board's Mandate, Real estate and similar related fields 10%

The minimum technical score (St) required to pass is: **80%**

- The individual consultant who scores 80% and above will be recommended to be considered for financial evaluation.
- The individual consultant who scores less than 80% will be disqualified from further evaluation.
- Individuals must meet the minimum relevant qualifications in addition to being tax compliant. Those selected to be engaged by the Board shall be the best qualified and shall be fully capable of carrying out the assignment. Capability is judged based on academic background, experience, and, as appropriate, knowledge of the local community conditions, such as local language, culture, administrative system, and government organization”

6. Assignment Duration and Termination

The assignment shall be for a period of one year subject to probation period of six months, and renewable subject to satisfactory performance.

The agreed contract may be terminated by Affordable Housing Board or the Consultant by notice in writing in the event the other party; is in default with respect to any material term or condition to be undertaken in accordance with the engagement and/or the provisions of the Contract, and such default continues un-remedied for a period of thirty (30) days after the written notice thereof by the aggrieved party to the defaulting party.

7. Reporting

The Communications and Public Relation Specialist for the Affordable Housing Board shall report to the Chief Executive Officer and offer support to the Board of Directors on all aspects of communication, speech writing and information dissemination.

The duty station of the work is Nairobi.

8. Contract payment mechanism

The consultant shall undertake the assignment on a lump sum contract paid monthly as will be agreed during negotiations. The consultant's contract and invoicing arrangement shall be with the Affordable Housing Board under the overall guidance of Project Coordinator.

9. Address for obtaining further information and submission of proposals documents

Affordable Housing Board.
Procurement Office on 23rd Floor,
Prism Tower, 3rd Ngong Avenue, Nairobi
P.O. Box 27521- 00100,
Nairobi, Kenya

Email: procurement@affordablehousingboard.go.ke

10. Completed proposals must be delivered to the address below on or before **10.00 a.m.** on **13th January 2025**.

Address for submission of proposals documents

Tender box situated at the
Affordable Housing Board.
23rd Floor Reception
Prism Tower, 3rd Ngong Avenue, Nairobi
P.O. Box 27521- 00100,
Nairobi, Kenya

11. Proposals will be opened immediately after the deadline date and time specified above or any deadline date and time specified later. Proposals will be publicly

opened in the presence of the Tenderers' designated representatives who choose to attend at the address below

Affordable Housing Board.
23rd Floor Conference room
Prism Tower, 3rd Ngong Avenue, Nairobi
P.O. Box 27521- 00100,
Nairobi, Kenya

**CHIEF EXECUTIVE OFFICER
AFFORDABLE HOUSING FUND
DATE: 17TH DECEMBER 2024**