



COMMUNICATION CONSULTANT FOR THE NORTHERN CORRIDOR TRANSPORT OBSERVATORY PROJECT

1. Background

Northern Corridor Transit and Transport Coordination Authority (NCTTCA) is working with partners in the Northern Corridor Member States in Burundi, DRC, Kenya, Rwanda, South Sudan and Uganda to reduce the cost of transportation and increase trade competitiveness.

Part of the mandate of the Northern Corridor Secretariat is to monitor the Corridor performance through the proactive collection, processing, and dissemination of transport data and reports in order to support the policy planning and operations of the Member States. It is in this perspective that the idea of establishing a Transport Observatory was conceived.

In order to measure the performance of the Corridor, Trade Mark East Africa (TMEA) in April 2018 signed a funding Agreement with NCTTCA for the strengthening and enhancing the Northern corridor Transport Observatory. The Transport Observatory is a performance- monitoring tool for assessing the efficiency of the entire logistics chain of the Trade and Transport Corridor purposed to provide key reliable information to policymakers in the region and facilitate the formulation of policies that lead to better transit and trade facilitation and cooperation between the NCTTCA Member States.

The growth of the Observatory has seen the development of the Dashboard that features key indicators for the Mombasa Port Community Charter. The dashboard initiative is also being extended to other Northern Corridor Member States.

To accelerate the realization of the potential that the Northern Corridor holds and spur the region's economic growth, the indicators under the Northern Corridor Observatory have targets that must be achieved to create the requisite momentum.

Whereas TMEA is committed to continue supporting the NCTTCA, the Corridor Authority is keen to strengthen the capacity of the Institution to properly disseminate all information and findings from the Observatory to all stakeholders of the Northern Corridor.

To achieve the goal of information dissemination, NCTTCA has developed a communication and advocacy strategy that aims to ensure that timely and accurate information is propagated and disseminated to the various stakeholders.

This strategy lays out the mechanism for information dissemination and also details various advocacy activities that NCTTCA will engage to realize this goal. To fully operationalize its communication and advocacy strategy, NCTTCA requires the services of a Communications specialist.

2. Objectives

NCTTCA with the support of TMEA seeks to recruit a Communication Consultant for the Transport Observatory Project. The objective of this position is to provide technical support in ensuring that communications strategies, media relations and organizational outreach efforts are aligned to the implementation of the Northern Corridor Transport Observatory (NCTO) communication and advocacy strategy. In addition, the consultant is expected to work with the in-house communication specialist to assist in the formulation and dissemination of more and better information and help sustain the communication function specifically for the Northern Corridor Transport Observatory.

He/she will work with the NCTTCA communication expert to effectively:

- i) Execute the communication and advocacy strategy of NCTO;
- ii) Review and manage a public relations strategy for NCTO;
- iii) Organize and manage events under the auspices of NCTO;
- iv) Monitor and manage communications between NCTTCA and its stakeholders on Transport Observatory matters.
- v) Coordinate design and printing of the transport observatory reports.
- vi) Coordinate and ensure timely dissemination of reports to different stakeholders.

3. Recipient

The direct recipients of this consultancy are:

- Northern Corridor Transit and Transport Coordination Authority (NCTTCA)
- Trademark East Africa (TMEA)

The Consultant will be stationed and undertake this assignment at the NCTTCA Secretariat.

4. Scope or Deliverables

The Consultant will be tasked with responsibilities in the following key areas (other areas that may be deemed relevant for inclusion into this scope may be discussed between TMEA, NCTTCA and the Expert):

- a) Implementation of the NCTO communication strategy; provide technical inputs, content development, coordination of production and dissemination of press releases, publications, articles and sharing of NCTO knowledge and success;
- b) Provision of inputs and information for improvement of NCTO communication strategy based on the NCTTCA corporate communications strategy;
- c) Support to increase awareness of NCTTCA mandate and goals through the dissemination of information, and organization of public events;
- d) Organize publicity, advocacy, knowledge-sharing events, and promotional opportunities;
- e) Maintenance of information database and photo/video/electronic library;
- f) Research and retrieval of data from internal and external sources;
- g) Develop and implement strategies to increase and improve public/stakeholder outreach.
- h) Support for the development of new communication products, including an e-newsletter, brochures, website articles and other communications vehicles, including social media
- i) The consultant will also ensure facilitation of knowledge building and management at the NCTTCA secretariat.

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- j) Offer support to NCTO staff in the identification, documenting and drafting of best practices and lessons learned.
 - k) Organize internal and external networks of practice covering prominent experts in Government, Non-Government, think-tanks, private companies, and international development organizations.
 - l) Provide intellectual inputs in the subject area as well as the opportunities to develop broader public goods in relation to the Northern Corridor.
 - m) Work closely with project leadership to provide strategic communications support and effectively design and implement dissemination strategies and activities to communicate analytical products developed under the project as part of learning and/or communications and public outreach agenda
 - n) Monitoring and evaluation: ensure that communication baselines for the Transport observatory are established against which the achievement of objectives of the communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy and activities; results and reports are prepared and shared.
 - o) Update on private sector commitments and advocacy issues arising from the Observatory and Charter implementation.
 - p) Provide logistical and technical support as well as facilitate the annual review consultation meeting.
 - q) Coordinate with various stakeholders regarding updates and NCTO information.
 - r) Maintaining media data base and mailing list of all stakeholders.
 - s) Recommend and develop innovative ways of disseminating reports and transport observatory findings to targeted audience.
 - t) Ensure timely design, printing and dissemination of transport observatory reports.

5. Methodology

The consultant is expected to perform the duties outlined above as per the specific assignment and working closely within the NCTTCA Secretariat to facilitate trade through transport and enhance the development of the Corridor into an Economic Corridor.

The Consultant will in his/her inception report, present an appropriate methodology in the technical proposal.

6. Key Deliverables

Key outputs of the assignment will include the following:

- a) Inception report consisting of:
 - i) Detailed implementation/work plan for delivery on assignment for an initial period of one year.
 - ii) Clear strategy on capacity building and knowledge transfer plans.
- b) Regular reporting on progress towards indicators. This might entail, but not limited to, half year, quarterly and weekly reports and publications, evaluation and case studies, success stories based on the Transport Observatory indicators and Charter commitments etc.
- c) Monthly progress reports outlining key achievements in terms of communication on the Mombasa Port community Charter and the transport Observatory.

7. Reporting

The communication consultant for the Northern Corridor Transport Observatory will be reporting to the Director of Program, Transport Policy and Planning at the NCTTCA Secretariat. The consultant will also be expected to frequently update TMEA's Program Manager in charge of Corridor Performance on the progress of this assignment

In TMEA, this assignment will be under the ICT for Trade and Transport Facilitation Directorate.

8. Timeframe

The assignment will be for an initial period of 12 months with a possibility of renewal. The contract period will be reviewed subject to availability of funds and on review of performance.

9. Qualifications / Required skills and experience

The Communication consultant will be required to have the following qualifications:

- A minimum of a Bachelor's degree in Journalism, Communication, Public Relations or equivalent qualification.
- A minimum of 3 years of progressive responsibility working in communication for a trade/transport infrastructure programs, donor-funded projects or similar projects.
- Experience in report writing and dissemination; knowledge management and implementation of communication strategies.
- Computer literacy and strong proficiency in MS Office Suite.
- Knowledge and experience working in East Africa especially in similar port, infrastructure or transport logistics Maritime, Road, Railways programmes is desirable.
- Strong stakeholder management skills and the ability to work flexibly with donors, partners, private sector entities;
- Demonstrated experience in meeting deadlines and working within tight timeframes;
- Strong communication with written and spoken skills with the ability to present complex technical material in a simple, understandable way.
- Good analytical and interpersonal skills
- Good report writing skills and an excellent command of English or French
- Proficiency in online communications and management of interactive websites will be an added advantage;
- Experience in undertaking monitoring and evaluation will be an added advantage

10. How to Apply

The applicant must submit his/her Curriculum Vitae, certified copies of Academic Certificates, testimonials and a Cover letter explaining why he/she is suitable for this position. Applicants are required to provide details of at least three referees, one of whom should be the most recent employer. Deadline for submission of the applications is **14th June 2019**, 05:00 pm East African Standard Time.

Applications should be sent by email or hand delivered to:

The Executive Secretary
Northern Corridor Transit and Transport Coordination Authority
1196 Links Road, Nyali, P O Box 34068-80118
Mombasa, Kenya.

Email:

ttca@ttcanc.org

Website:

www.ttcanc.org
