



TERMS OF REFERENCE FOR A CONSULTANCY ON THE LAUNCH AND ENHANCING VISIBILITY OF THE NATIONAL EMPLOYMENT AUTHORITY

1.0 BACKGROUND

The National Employment Authority (hereafter referred to as “NEA” or the “Authority”) was established in April 2016 by an Act of Parliament, the National Employment Authority Act (2016)—which effectively provided the legal framework and mandates for its operations.

The Authority was created out of the then National Employment Bureau (NEB) which was one of the Departments in the Ministry of Labour, Social Security and Services.

The Act therefore provided for the transitioning of the Bureau into the National Employment Authority. It provides for a comprehensive institutional framework for: employment management; enhancement of employment promotion interventions; and increasing access to employment by the youth, minorities and marginalized groups and for connected purposes.

2.0 MANDATE OF NEA

The Mandate of the Authority is to:

- a) Provide a framework and facilitation of employment of Kenyans in the private sector;
- b) Provide a framework to facilitate increased employment of Kenyans in the national government, county governments, state organs, and national and county government entities;
- c) Promote foreign employment and labour migration;
- d) Provide for the maintenance of a database of all Kenyans seeking employment;
- e) Facilitate and promote equity and diversity, and eliminate discrimination in employment of Kenyans;
- f) Facilitate and track employment creation; and
- g) National employment policy management.

3.0 FUNCTIONS OF THE AUTHORITY

The functions of the Authority are provided under Section 8 of the National Employment Authority Act (2016). These are to:

- a) Advise on formulation of employment policies and strategies for national and county governments;
- b) Advise both the national and county governments on any policy matter concerning employment;
- c) Develop methodologies for employment measurement, management and promotion;
- d) Conduct periodic surveys on labour market skills requirements and advise training institutions and job seekers appropriately to ensure that training and skills match the job market requirements;
- e) Monitor implementation of employment policies and programmes;
- f) Facilitate cooperation with national government, the private sector, the informal sector and foreign governments and institutions to promote and increase access to employment;
- g) Facilitate continuous training and other activities of Kenyans to improve their chances of employment and work skills;
- h) Register persons seeking employment;
- i) Maintain and an integrated and up-to-date database of all persons seeking employment;
- j) Facilitate the employment and placement of jobseekers in formal and informal or any other form of employment, locally and internationally;
- k) Circulate in a timely, manner job vacancies advertised to job seekers throughout Kenya through appropriate means including use of social media, internet and published materials;
- l) Provide counseling to the unemployed and undertake activities to promote employment;
- m) Facilitate the implementation of national policies on employment; and
- n) Take necessary steps to encourage equal opportunity employment practices for the benefit of the unemployed.

4.0 THE ASSIGNMENT

NEA is a new institution, recently operationalized. The Authority seeks the services of a qualified individual or firm – hereafter referred to as “Consultant” to advise the NEA Board on its official launch and sustained visibility thereafter. With its official launch, NEA seeks to create informed awareness about the Authority and enhance its visibility.

5.0 SCOPE OF WORK

The Consultant shall design and produce pre-launch and launch materials “brand tool kit”, participate in the pre-launch and manage the launch activities, and advise on sustainability of visibility of NEA after the launch.

More specifically, the consultant will be expected to:

- a) Study and familiarize themselves with the NEA Strategic Plan; the NEA Act (2016), the Employment Act (2007), the Labour Institutions Act (2007), relevant international Conventions and standards on public employment services and other relevant materials on the NEA.
- b) Research and draw experiences of related organizations in other countries which have successfully provided services similar to the mandate of NEA.
- c) Develop a Communication Strategy for NEA.
- d) Provide a detailed roadmap on how NEA can be successfully launched.
- e) Design and produce branded materials for the official launch of NEA.
- f) Design and produce NEA resource packs.
- g) Design and produce materials for branding NEA.
- h) Advise on effective profiling of NEA for sustained visibility after the official launch.
- i) Present all the developed materials to the NEA Board for validation.
- j) Produce and deliver the finalized launch copies of all the materials to the Director General of NEA.
- k) Participate and manage launch of NEA

6.0 KEY DELIVERABLES AND TIMELINES

The Consultant will be engaged for a period of 3 months. Any extension thereafter will be on retainer basis, subject to satisfactory performance and negotiation. Here below are key deliverables and project timelines:

Item	Output	Timeline
(a)	Submission of RFP - Technical	14 days
(b)	Present Communication Strategy for NEA	1 week after signing Agreement
(c)	Submit detailed Roadmap for Official Launch of NEA	2 weeks after signing Agreement
(d)	Present design concepts – Launch collateral	1 week upon submitting Item (c)
(e)	Present design concepts – NEA Branding	1 week upon submitting Item (c)
(f)	Present design concepts – NEA Resource Packs	2 weeks upon submitting Item (c)
(g)	Production – Launch material	2 weeks after approval of Item (d)
(h)	Production - NEA branding material	2 weeks after approval of Item (e)
(i)	Production - NEA Resource Packs	2 weeks after approval of Item (f)
(j)	Participate and in Pre-Launch Meetings	1 weeks After award
(k)	Participate in and manage Launch of NEA	Immediately after item J until launch day
(l)	Submit Launch Report	Within 1 week of Item (k)
(m)	Participate in Post-mortem Meeting	One week after the launch
(n)	Advise and support post Launch Profiling Initiatives	Within 3 Months from Item (k)

7.0 SKILLS & EXPERIENCE REQUIRED

a) The Consultant is required to have the following skills and competencies:

- ✓ At least ten (10) years progressive experience in designing and carrying out Public Relations tasks for renowned organizations;
- ✓ Proven experience in the area of Public Relations especially on corporate business. Involvement in corporate and product launches will be an advantage;
- ✓ Experience in event management and communications;
- ✓ Skilled and experienced staff in the areas of PR/Communications;
- ✓ Strong communication skills and willingness to work in participatory manner; and
- ✓ Be self-driven and highly motivated.

b) Bidding Consultants should submit the following:

- ✓ A Technical Proposal stating how they will carry out the key mandate;
- ✓ A Financial Proposal;
- ✓ A letter of interest indicating why you are best suited for the job;
- ✓ Summaries of previous works carried out for previous clients;
- ✓ CVs of key leading staff highlighting previous experience in similar projects/organizations.

c) Bidding Consultants must also provide:

- ✓ Copy of Certificate of Registration
- ✓ Copy of VAT Registration Certificate
- ✓ Copy of Tax Compliance Certificate from Kenya Revenue Authority (KRA)
- ✓ Copies of PIN Certificates of firm/Company/Individual
- ✓ Bank details and references

8.0 MANAGING SERVICE DELIVERY

- a) This assignment will be coordinated by Director General, NEA whose office will be responsible for organizing and coordinating necessary stakeholder meetings and



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providing feedback / approval of all the draft documents and sample materials prepared by the Consultant.

- b) The Consultant is required to keep the NEA Director General informed on the progress in the implementation of agreed strategies. The Consultant shall submit periodical reports highlighting progress.

9.0 INTELLECTUAL PROPERTY

All information pertaining to NEA which the Consultant will come into contact with whilst executing the assignment is the property Of NEA.

10.0 LITIGATION HISTORY

The Consultant is required to provide any litigation or arbitration history resulting from any contractual obligation. If none, state so.

11.0 CONFIDENTIAL BUSINESS QUESTIONNAIRE

The Consultant is required to complete and submit the attached Confidential Business Questionnaire.



EVALUATION CRITERIA

1.0 MANDATORY REQUIREMENTS

Bidding Consultants must be registered under the relevant law. Proof of registration and Incorporation shall be indicated by attaching a copy of the Certificate of Incorporation/Registration.

Bidding Consultants must submit a copy of a valid Tax Compliance Certificate from Kenya Revenue Authority (KRA)

2.0 TECHNICAL EVALUATION

No.	ITEM FOR EVALUATION		MAX SCORE
1	Relevant experience of the Consultant		20
	a) Handling PR activities for corporate organizations.	10	
	b) Handling media related events.	10	
2	Prior experience of the Consultant with reference to at least 3 major clients in the last three years.		15
	a) Organizing media presence of corporate events.	5	
	b) Launch / Product Event Organizing and Management.	10	
3	NEA Official Launch Plan - methodology, work plan, and innovative delivery execution (through evidence and presentation).	25	25
4	At least 3 key personnel available for this assignment (provide CVs).		40
	a) Team leader experience		
	i. Degree in communication, marketing or relevant field.	5	
	ii. At least 10 years' experience in PR and communication strategy development & implementation.	10	
	iii. Member of PRSK	5	
	b) Associate members experience (2)		
	i. Degrees in communication	10	
	ii. At least 3 years' experience in communication strategy development / media management	10	
	Total		100

3.0 FINANCIAL EVALUATION

Only Consultants that score 70% and above in the Technical Evaluation will have their financial bids evaluated. The financial evaluation will include checking any mathematical errors, taxes, currencies and exchange rates, validity of prices etc.

4.0 AWARD CRITERIA

Any award to be made pursuant to this RFP Document will be based upon the proposal with appropriate consideration given to the mandatory requirements, technical and financial evaluation.

5.0 ADDITIONAL INFORMATION

The Authority reserves the right to request for submission of additional information from prospective bidding Consultants.

It is the Authority's policy to require that bidding Consultants observe the highest standard of ethics during the selection and execution of contracts.

- a) In pursuance of this policy, the Authority defines, for the purpose of this provision, the terms set forth below as follows:
 - i. "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of an officer of the Authority in the pre-qualification process; and
 - ii. "Fraudulent practice" means a misrepresentation of facts in order to influence the pre-qualification process to the detriment of the Authority and includes collusive practices among applicants (prior or after submission of the applications) designed to establish prices at artificial, non-competitive levels and to the Authority of the benefits of free and open competition.
- b) The Authority will reject an application if it determines that the Consultant has engaged in corrupt and fraudulent activities in competing for the contract in question and initiate debarment proceedings against the applicant(s);
- c) The Authority will have the right to examine financial records of a Consultant relating to the performance of such services to determine capability;



CONFIDENTIAL BUSINESS QUESTIONNAIRE

You are requested to give the particulars indicated in part 1 and either part 2(a), 2(b) or 2(c) whichever applies in your type of business.

You are advised that it is a serious offence to give false information on this form.

PART 1: GENERAL

BusinessName

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... Location of Business

Premises.....

Plot No. Street/Road.....

Postal Address..... Tel:.....

Nature of business

..... Current Trade

License No. Expiry date..... Maximum value
of business you can handle at any one time (Kshs).....

Your Bank Name.....Branch.....

PART 2(A) – Sole Proprietor

Your name in fullAge.....

Nationality.....Country of Origin.....

Citizenship

details.....

PART 2 (B) – Partnership

No	Name	Nationality	Citizenship Details	Shares
1.				
2.				
3.				
4.				
5.				



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PART 2(C)-Registered Companies

Private or Public (Please Tick)

State the nominal and issue capital of the company

Nominal

Kshs.....

Issue

Kshs.....

Give details of all directors as follows:

No	Name	Nationality	Citizenship Details	Shares
1.				
2.				
3.				
4.				
5.				

If Kenyan Citizen, indicate under Citizenship Details whether by Birth, Naturalization or Registration.

Date:.....Signature and Stamp of Tender:.....