1. The Government of Kenya (GoK) has received financing from the World Bank’s International Development Assistance (IDA) towards the cost of the Kenya Petroleum Technical Assistance Project (KEPTAP) whose overall objective is to strengthen the capacity of the Government of Kenya to manage its petroleum sector and wealth for sustainable development. It is intended that part of the proceeds of this credit be applied to eligible payments under the contracts for provision of consulting services to develop a national communication strategy for petroleum sector development in Kenya. The consultancy will run for a period of 4 months.

2. Objective

To develop a communication strategy and implementation plan for the Government of Kenya to communicate proactively and consistently to relevant stakeholders on the development of the petroleum sector in Kenya, the management and distribution of wealth, and the opportunities and challenges this generates for the Kenyan citizens.

3. The scope of the assignment will include but not limited to:-

- Determine the communication requirements that must be met to support the goals for the formulation of the National Policy and Plan of Action;
- Assess the communication capacities of all stakeholders;
- Identify and detail approaches for fulfilling the communication requirements in a comprehensive and coordinated strategy for the National Policy and Plan of Action;
- Propose the use of various types of media products, in print and electronic, that can be related to the main sectors of the National Policy and Plan of Action;
- Prepare a list of the resource needs (human and financial) and estimated implementation budget; and
- Prepare a complete implementation plan for the approved strategy

4. The Ministry of Energy and Petroleum (MoEP) through the Project Management Unit (PMU) (Client) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are: At least 15 years of experience in the practice of developing communication strategies required, including experience in policy communication, media communication, strategic communication and other communication disciplines with a track record of accurately predicting communication campaign dynamics and outcomes. Solid experience in the development and use of communications tools and mechanisms, including the ability to commission opinion research and interpret its results and good experience in public sector in particular as it relates to the petroleum sector, an understanding of the local political, social and economic trends.


6. Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications.
7. A Consultant will be selected in accordance with the Consultant Qualification Selection (CQS) method set out in the Consultant Guidelines.

8. Further information can be obtained at the address below during office hours: Monday to Friday: 08.00 to 17.00 hours.

9. Complete Expressions of Interest documents in plain sealed envelopes with consultancy reference and name clearly marked on top should be delivered in person, or by email to the address shown below or placed in the tender box at our offices on the 24th Floor, Nyayo House, Kenyatta Avenue by 17th February 2016 at 1000 hours Kenyan local time.

Postal Address:
Project Management Unit
Attn: Procurement Specialist
Ministry of Energy and Petroleum
P.O Box 30582 – 00100
NAIROBI – KENYA

Telephone No.: +254-20-310112

Physical Address:
Project Management Unit
Attention: Procurement Specialist
24th Floor, Nyayo House, Kenyatta Avenue
NAIROBI, KENYA.

E-mail: procurement.keptap@gmail.com

PROJECT MANAGER
FOR: PRINCIPAL SECRETARY