



REQUEST FOR PROPOSAL | GAIN (Global Alliance for Improved Nutrition) | Social Media and Communications Consultant

About GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people, especially the most vulnerable.

About GAIN's Keeping Food Market Working (KFMW) Programme

GAIN is currently implementing the Keeping Food Markets Working Programme (KFMW) in Kenya which is an emergency response to the COVID-19 pandemic, by offering rapid support to sustain core food systems, workers and markets during the pandemic. Poor diets are already responsible for the majority of the world's global disease burden. The COVID-19 virus and the control responses to it contributing to secondary effects of increased food prices, food shortages, civil unrest and exacerbate existing inequalities (based on, for example, income, gender, and ethnicity). The potential strangulation of food systems from collapsing food value chains, including the devastating impact on markets and effective demand, is capable of enormously amplifying health and social stability problems - threatening to worsen food crisis' already affecting the most vulnerable due to hunger and deteriorating diets.

GAIN's goal is to mitigate the collapse of food systems by supporting food markets and the value chain companies while strengthening equitable policy responses that can be delivered quickly to support continuity and protect sustainability of key workers in food systems in Low- and Middle-Income Countries, especially in Africa and Asia, which face potentially catastrophic supply and demand disruption. This programme has the overarching goal of mitigating the risk of economic collapse of food systems to sustain the availability and affordability of nutritious and safe foods, and contribute to lowering the burden of ill-health, particularly for the most vulnerable.

As such, one of the implementation pathways of KFMW seeks to have an elaborate understanding of how food markets have been impacted. Initial interventions and assessments conducted by GAIN in two markets in Kenya - Marikiti market in Kiambu and Madaraka market in Machakos - demonstrate that there are major gaps in terms of behaviour change communication towards containment of COVID-19 by vendors and customers in markets.

To address these gaps, GAIN in collaboration with National Government and the County Governments of Kiambu and Machakos are in the process of rolling out a number of Information, Education and Communication materials aimed at improving community awareness and addressing misconceptions hindering compliance towards COVID-19 measures.

BETTER NUTRITION. FOR ALL.

P.O Box 13733-00800 Nairobi, Kenya-T: +254 773 572 103, www.gainhealth.org



About the Consultant

The consultant/firm will work with the KFMW Kenya team and GAIN's communications team to conduct a major campaign on COVID-19 prevention through various social media platforms. The consultant will virtually engage target audiences and contribute to the goals of the KFMW programme. The team is looking for someone who can effectively deliver online behavior change communication materials with a view to inspire vendors, consumers, and county officials to take positive action towards preventing COVID-19 infections in our markets while at the same time guarantee access to safe and nutritious foods for all.

Request for Proposal

Purpose of the Assignment

GAIN seeks to showcase the work it has done to keep our food markets open and safe from COVID-19. We are looking to engage a consultant who has vast experience in social media campaigns and also engaging the media by planning and pushing for success stories and prevention messages to be covered in the mainstream media outlets including one major local Television. GAIN has developed video animations and posters for purposes of this dissemination. The consultant should have experience with development of social media and mainstream media kits and should understand communications in the development sector. Given that this is an emergency response project, the consultant will be expected to work with very short turnaround time but deliver quality products.

Timeframe

All deliverables are required to take about one and half months from the time the work commences.

Technical Assistance Required

| Media Coverage | |
|-----------------------|---|
| Summary | The service provider shall plan and conduct social media campaigns as well as engage the media in coverage of the KFMW behavior change communication activities. The social media campaign will be running on daily basis for about one and half months, however the TV advert will run 3 days a week for the same period of time. |
| Specific Deliverables | <p>The Service provider shall.</p> <ol style="list-style-type: none">1. Review all the video animations and IEC materials developed so far by the global consultant for purposes of this campaign.2. Prepare an inventory of various social media channels to be utilized for this campaign. Seek approval from GAIN.3. Prepare and share with GAIN a proposed mainstream media (TV) channels for purposes of the campaign.4. Send out media kits to Media houses.5. Follow up with media to make sure that the materials are aired.6. Keep media recordings purposes. |

| | |
|--------|--|
| | <p>7. On continuous basis monitor social media performance both in terms of reach and comments and share with GAIN the report and infographic.</p> <p>8. Share the video animations through YouTube, WhatsApp, Facebook, Twitter, and LinkedIn.</p> <p>9. Prepare and share an activity report on coverage, reach, views on weekly basis</p> |
| Budget | This is a competitive process; the winning bid will be determined based on price and quality of proposal |

REQUIREMENTS & QUALIFICATIONS

Competencies

Essential:

- Excellent experience in developing strategies and creating and publishing engaging social media content.
- Ability to extensively promote publications and events.
- Proposing innovative approaches to increase audience engagement.
- A proven track record of translating complex and technical information into material for an intelligent layperson, tailored to different audiences, especially business audiences.
- Proven track of successful communication - ideally on nutrition - to the business world in form of social media campaigns and storytelling.
- Able to work under pressure and to deliver assignments with short turnaround time.
- Proven track record of successful communication - ideally on nutrition - to businesses.
- Up to date with the latest trends and best practice in social media marketing.
- Hands on, flexible attitude and with a strong feeling for people, and strong social skills.
- Strong network with mainstream media and local TV stations .
- Self-starter with an ability to prioritise and multi-task in a fast-paced, deadline driven environment.
- Strong team player and the ability to work with diverse multicultural team in a fast-paced.
- environment.
- An eye for details, while maintaining the focus on the bigger picture.

Desirable

- Knowledge and understanding of nutrition audiences including working in informal markets.

- Understanding of business environment.

Education

• Master's degree in communications, marketing, public relations, journalism, education, international relations development studies or related qualification

Other requirements

• Fluent written and spoken English and Swahili.

INSTRUCTIONS FOR SUBMISSION

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

1. CONTACT

Maureen Muketha is part of the selection team of the organization and will review the proposals. She will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved.
mmuketha@gainhealth.org

2. SUBMISSION

Proposals for this engagement must be sent by email to gainkenya@gainhealth.org with the subject line '**Social Media and Communication Consultant**' not later than **Sunday 28th March 2021 5:00pm.**

3. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax.
- Incomplete proposals.
- Proposals that are not signed.

4. ACCEPTANCE

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern the process.

5. COMPLETION

- In case of errors in calculating overall costs, the unit costs will govern the process.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised



to contact the responsible person at GAIN under section II. point 1., prior to making their submission.

- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

6. RIGHTS OF REJECTION

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

7. REFERENCES

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

8. RELEASE OF INFORMATION

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

III. TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to



negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

5. REVIEW PROCESS

The review process will involve a Review Panel with participants selected by GAIN.

6. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit GAIN in any way without GAIN's express written consent.

7. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

8. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

9. VALIDITY PERIOD

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

10. INTELLECTUAL PROPERTY



Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

11. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorized or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.