



**REQUEST FOR EXPRESSION OF INTEREST
CONSULTANCY SERVICES ON DEVELOPMENT AND
IMPLEMENTATION OF A COMMUNICATION & MEDIA
STRATEGY FOR TEACHERS SERVICE COMMISSION
EOI NO: TSC/EOI/04/2017-2018**

1.0 Background

The Teachers Service Commission (Commission) is established under Article 237 (1) of the Constitution and is mandated to register trained teachers; recruit and employ registered teachers; assign teachers employed by the Commission for service in public learning institutions; promote and transfer teachers; exercise disciplinary control over teachers; and terminate the employment of teachers.

The Commission has a broad stakeholder profile comprising among others: Teachers, Secretariat staff, Teachers Unions, learners, Board of Management, parents, non-governmental organizations and government agencies. Given that on average every household has school-going children, the impact of the decisions of the Commission is felt nationally. Currently, the Commission is the largest single employer in Kenya. It has more than 312,000 teachers and 3,000 secretariat staff in its employment.

The envisaged consultancy is, therefore, required to come up with a comprehensive and coherent communication and media strategy that will help the Commission engage with its publics/stakeholders.

The media strategy shall be implemented in two phases spread across two financial years. Phase one shall be between 2018 – 2019 and Phase two between 2019 – 2020.

2.0 The Consultancy service

The overall objective of the consultancy is to develop and implement an efficient and effective Media and Communication Strategy for the enhancement of TSC corporate image among its publics. It is also intended to advance the overall mandate and reform agenda of the Commission through targeted communications that reach and catalyze support along the core mandate and reform agenda of TSC. This is in addition to helping in building good relationship between TSC and its clients and stakeholders.

Accordingly, the Commission invites qualified and competent consultants on Development and Implementation of Communication & Media strategy for Teachers Service Commission.

3.0 Eligibility/Shortlisting Criteria

Interested service providers are required to provide the following information demonstrating possession of the requisite qualifications, capacity and relevant experience to undertake the assignment:

- i. Implementation methodology
- ii. Implementation schedule/work plan
- iii. Evidence of the following:
 - a) Lead Consultant to have a degree in any of the following fields: - Communication, Public Relations, Journalism or relevant field.
 - b) A minimum of five years of professional experience in Communications, Public relations, Journalism, or related field.
 - c) Capability and proven experience in developing and executing Communication and media strategies including crafting messages in various formats (*press releases, articles, commentaries, press packages, websites, success stories, blog entries, tweets, etc.*) targeting variety of audiences.

Further information may be obtained from the Procurement Office, 2nd Floor, Podium Wing, TSC House, Upper hill, Kilimanjaro Road between 8.00 am to 5.00 p.m. on weekdays.

Complete Expression of Interest documents clearly marked “Development and Implementation of a Communication & Media Strategy for Teachers Service Commission” **should be deposited in the tender box provided at the TSC House 3rd floor podium wing or be addressed and posted to:**

**The Secretary/Chief Executive
Teachers Service Commission,
Private Bag, 00100,
Nairobi**

So as to be received on or before **28th March, 2018 at 11.00am** East Africa time. The bids will be opened in the presence of bidders or their representatives who choose to attend.

NB: Only successful bidders will be invited to submit their proposals.

DR. NANCY NJERI MACHARIA
SECRETARY/CHIEF EXECUTIVE