



## DEVELOPMENT AND IMPLEMENTATION OF MEDIA AND COMMUNICATION STRATEGY FOR LAND REFORMS ADVOCACY

### BACKGROUND

In Kenya, land reforms continue to be a thorny unresolved issue and a major trigger for conflict, especially during the two national elections. The National Dialogue and Reconciliation Accord calls for comprehensive land reforms, and the new constitution explicitly discusses a new land policy. However, meaningful land reform remains a lofty and unmet goal in the absence of political will from key governmental stakeholders to move forward with key policy reforms.

The National Land policy was approved by Parliament in December 2010, and the Land Reform Transformation Unity (LRTU) was established to implement the policy. However, the key entity in the new land regime, the National Land Commission (NLC), is yet to be established and the process of drafting the Bill is seen by many stakeholders as flawed. The draft bill has been originated by a private consultant answerable only to the Ministry of Lands, and the consultation process has allowed for only limited participation by other stakeholders. There is a need to demand more sincere and inclusive stakeholder involvement, in order to inform content, for this particular bill and others that may be brought to Parliament.

KEPSA is the only apex body of business community in Kenya. KEPSA's membership comprises Business Membership Organizations (BMOs) and corporate organizations. It has a combined direct and indirect membership of more than 80,000 corporates across all sectors of the economy. KEPSA's strategic focus is advocacy on behalf of the private sector on high-level national cross-cutting issues, coordination of the private sector's engagement in public-private sector dialogue and private sector development, while sector associations focus on sector advocacy and sector development. KEPSA has received a grant from USAID's Kenya Transition Initiative towards advocacy on lands reforms. Through this initiative KEPSA shall facilitate wider engagement between the private sector and the Ministry of Lands and other relevant stakeholders with a view of creating the much needed pressure for reforms and operationalising the National Land Commission bill and other land bills and policies

This initiative comprises the following multi-stakeholder engagement activities between late August 2011 and October 2011:

- A half day forum with Ministry of Lands and other stakeholders to among others identify legislations, policies, institutions and structures for land reforms
- A one day workshop for the private sector members and the constitution Implementation Committee(CIC)
- A one day workshop for the private sector members and Parliamentary Committee on Lands and Natural resources
- A one day meeting for the private sector members and the Parliamentary Oversight Committee on Implementation of the Constitution

The above activities will be supplemented by a concerted media campaign to enhance public awareness, follow on and engagement, and to disseminate the results of the process

### SCOPE OF WORK

KEPSA is seeking the services of a qualified and experienced media and communication expert to offer consultancy services in support of its land reforms advocacy initiative. The consultant will be expected to work closely with the KEPSA Communications team.

The specific objectives of this consultancy are:

1. To develop an effective media campaign and communication strategy for KEPSA's land reforms advocacy activities.
2. To facilitate the implementation of the KEPSA land reform initiative media and communication strategy

In implementing this consultancy, the consultant will be expected to carry out the following tasks among others:

- Familiarise themselves with the status of the land reforms process in the country and identify implications on the business environment in Kenya in order to come with a media and communication strategy to influence the policy in a favourable way towards doing business in Kenya,
- Develop a media and communication strategy for the Land reforms initiative. The strategy should be anchored on a multimedia platform.
- Support the development and implementation of a media campaign by KEPSA on land reforms
- Support the development of media and communication tools and products
- Support media monitoring activities for the campaign
- Support the documentation and dissemination of the land reforms advocacy outcomes

### **DELIVERABLES**

- A media and communication strategy for KEPSA on land reforms
- A media campaign by KEPSA on land reforms
- Land reforms campaign media and communication materials
- Media monitoring report

### **REQUIREMENTS**

Post graduate degree in development studies, international development and/or public policy with an in-depth understanding and experience in developing and implementing media and communication strategies and campaigns, and have a record of having successful, influential and results oriented media campaigns across different media spheres

### **DURATION**

This assignment is expected to take 5 days

Interested candidates who meet the requirements above are invited to submit their expression of interest including an interpretation of TOR, proposed methodology and daily rate along with their curriculum vitae to the following address, providing names and addresses of three (3) referees, not later than Friday, September 2, 2011

Please consider your application to be unsuccessful if you have not been contacted within four weeks of the closing date.

**The Human Resources Officer  
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P.O Box 3556 - 00100  
Nairobi**

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