



RUCISO

Empowering Women & Youth in Kenya

REQUEST FOR EXPRESSION OF INTEREST

CONSULTANCY SERVICES FOR RUCISO KENYA STAFF TRAINING AND VOLUNTEER ON MEDIA ADVOCACY

PROJECT TITLE: ENHANCING THE CAPACITY OF SLUM WOMEN & GIRLS TO CLAIM THEIR RIGHTS

CLIENT: RURAL & URBAN COMMUNITY INITIATIVE SUPPORT ORGANIZATION
(RUCISO KENYA)

1.0 Introduction

Rural & Urban Community Initiative Support Organization (RUCISO) is a non-governmental, not for profit women's organization in Kenya. RUCISO was founded and registered in 2007 under NGO Coordination Board. RUCISO's main concern is lack of social, political and economic empowerment of women, leading to a vicious cycle of poverty among women and their families in urban slums and rural areas. We believe in the full realization of rights as a prerequisite and a driver for poverty eradication, sustainable development and economic growth as well as peaceful and inclusive societies.

RUCISO Kenya supports the post-2015 Development agenda (UN Agenda 2030, Agenda 2063 as adopted by African Union, SDGs), CEDAW, Beijing Platform for Action, Vision 2030 among other national and international human rights instruments in transforming the lives of women and youth to enable them reach their full potential.

RUCISO Kenya envisions "A just and peaceful society where women & girls are free from violence & poverty and enjoy their rights." In realization of her vision, RUCISO Kenya empowers the vulnerable and marginalized groups in Kenya to claim and realize their constitutional rights'

2.0 Assignment Description

RUCISO Kenya with support from URAIA Trust (Women's Voice & Leadership Project - WVL) is implementing an institutional strengthening project with the aim of increasing the ability of RUCISO Kenya to create transparent systems, processes and strategies that are precise and aligned with priority needs of marginalized and vulnerable women and girls. The following are project objectives:

1. To strengthen governance and management systems and processes of RUCISO Kenya through separation of the functions of the Board and management

2. To enhance the technical capacity of RUCISO Kenya staff to develop and implement sustainable/innovative community-based programs
3. To strengthen the voice of women and girls in the slums to effectively claim their rights

RUCISO Kenya invites eligible consultants to indicate interest in providing consultancy services (training of RUCISO Kenya staff & volunteers on media advocacy including utilization of digital media in creating visibility).

2.1 Scope of work

In line with the project objectives above, the assignment involves a one-day in-persons and virtual practical training workshop for RUCISO Kenya staff and volunteers on media advocacy.

2.2 Deliverables

- a) Increased media preparedness of RUCISO Kenya staff-Ability of staff and volunteers to develop key advocacy messages in a short notice
- b) Increased staff ability to persuade and influence with impact and authority
- c) Increased staff comfort with media interviews including handling sensitive issues without compromising organizational reputation
- d) Ability to tactfully deflect/avoid controversial or difficult questions
- e) Ability to utilize digital media in enhancing visibility e.g. twitter, Facebook, instagram e.tc

2.3 Duration of the Assignment

One-day training in June 2024

3.0 Qualifications and Competencies

- i) Minimum Degree in Communication, Media or any other related field
- ii) Experience across TV, radio, print and online media
- iii) Demonstrated proficiency in staff training and coaching in the non-profit sector to deliver advocacy outcomes
- iv) Understanding of PR, risk and crisis communication is an added advantage

4.0 Selection Process

Interested individual consultants or firms are invited to submit expression of interest including CV, description of similar assignments, experience, availability of appropriate skills and expected consultancy fees.

5.0 Submission

All submissions should be sent to: ruralhub2007@gmail.com or by post/hand delivery to the address provided below with the envelop clearly marked “Consultancy for Training on Media Advocacy” latest by Monday, 20th May 2024 by end of the day.

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