



TERMS OF REFERENCE FOR THE COMMUNICATIONS CONSULTANCY ROLE **(KENYA)**

Job Title:	Communications Consultant (Independent Consultancy)
Department:	Kenya Country Office
Location:	Nairobi, Kenya (with travel to project sites within the country as needed)
Duration of Assignment:	6 months from 1st November to April 2026 (non-renewable)

Terre des Hommes Netherlands

Terre des Hommes Netherlands (TdH NL) is part of the International Federation of Terre des Hommes organisations, a strategic partnership of member organisations sharing the same brand name and core values for joint lobby and advocacy around children's rights. Terre des Hommes Netherlands (TdH NL) protects children by preventing and stopping child exploitation, and by empowering children to make their voices count. Our work is grounded in the UN Convention on the Rights of the Child and seeks to support the achievement of the Sustainable Development Goals.

The core values of Terre des Hommes Netherlands are: Responsible, Bold, Human-Centred and Playful.

For more information on the work of Terre des Hommes Netherlands, please visit: <https://www.terredeshommes.nl/en/>.

Purpose of the Consultancy role

The **Communications Consultant** will support TdH NL's **Kenya Country Office** in the implementation of the communication strategy, plans and activities. The consultant will raise organisational visibility, support internal and external communications, and contribute to advocacy and awareness efforts, while working closely with the Regional Communications Advisor and Country Director for Kenya.

Reporting

This is an independent consultancy assignment. The communications consultant will work autonomously while maintaining close coordination with the Programme teams (Kenya), Global Communications Team, Operations, and local partners.

Scope of Work & Key Responsibilities

1. Corporate Communication

- Support implementation of the country-specific communication strategies.

- Lead the creation and dissemination of internal and external communication content aligned with TdH NL branding.

2. Marketing & Visual Communication

- Review communication materials from partners for alignment with branding and donor requirements.
- Assist in developing, designing, and procuring collateral such as IEC materials, programme visuals, and reports.

3. Communication for Advocacy

- Collaborate with the country and global teams to document and package success stories and lessons learned.
- Provide communication support for events, donor visits, and advocacy campaigns.

4. Digital Communication

- Manage social media accounts (Africa Facebook account and Global LinkedIn account).
- Create ethical, inclusive multimedia content (photos, videos, podcasts) in line with TdH NL's **Ethical Content Policy**.

5. Media Engagement

- Draft media materials: press releases, opinion articles, talking points.
- Coordinate media interviews and monitor media coverage of TdH NL activities.

6. Capacity Building & Internal Communication

- Provide overall communication training to staff and partners, including training on branding, storytelling, and the Ethical content policy.
- Support internal brand alignment activities.
- Facilitate team participation in internal communication meetings and global updates.

Deliverables

The consultant will be expected to deliver, at minimum:

1. Implementation of the Kenya Communications Strategy.
2. Successful launch of Feon'ny Zaza podcast episodes 3 and 4.
3. Monthly content calendars (November 2025 – March 2026): 2 posts/week + 2 articles + 5 stories/month on the website.

4. At least 10 case stories and 50 high-quality photos for the SEC projects.
5. 5 event reports with photos for key events (e.g., She Leads workshop, donor visits, national events).
6. 3 slide decks for key conferences (For example, the International Child Protection Conference).
7. Finalisation of the Kenya Office Capability Statement and updated IEC materials.
8. Timely communications support to Kenya, regional, and global teams.
9. Other deliverables as assigned.

Consultancy Duration

- **Type of Contract: Independent consultancy agreement (non-employment contract)**
- **Location: Nairobi-based, with field travel as needed**
- **Duration: 1st November 2025 – 30th April 2026 (six months, non-renewable)**
- **Payment Terms: To be defined in the contract and paid against approved deliverables**
- **Taxation: Applicable withholding tax (WHT) will be deducted and remitted to the Kenya Revenue Authority (KRA). The consultant is responsible for personal tax compliance.**

Note: The consultant must have a valid KRA PIN.

Required qualifications and experience

- Bachelor's degree in communications, journalism, public relations, or related field.
- Minimum 3 years of relevant communication work experience, ideally in international development or child protection sectors.
- At least 2 years of hands-on photography, videography, and content creation.
- Proven experience in writing, editing, and graphic design tools (Canva/Adobe).
- Familiarity with digital platforms: Google Analytics, Tweetdeck, Mailchimp, etc.
- Prior NGO or INGO experience is highly preferred.
- Excellent English communication skills (written and spoken).
- Proficiency in Google Workspace (Docs, Sheets, Slides).
- Willingness to travel to project sites across Kenya.

Competencies

- Strategic thinking and planning
- Collaboration and teamwork
- Time and task management
- Detail-oriented and quality-focused

Our Commitment to Diversity, Integrity and Child Safeguarding

We are not looking for just one type of person - we want to recruit people who can add fresh perspectives, innovative ideas and challenge our thinking. We are especially interested in people whose lived experiences help us to see things we might otherwise miss, and enable us to do better work with and for children. Whether or not you meet 100% of the criteria, we want to hear from you, because we know that different voices, ideas, perspectives and knowledge, working together will enable us to better the lives of children around the world.

TdH NL is particularly committed to keeping children and vulnerable individuals safe, and has zero tolerance on (child) abuse. Every TdH NL employee is bound by the TdH NL Code of Conduct that describes the expected behaviour by staff, in particular with regards to Safeguarding children and (young) adults in our programmes. Child safeguarding measures are part of our selection and recruitment process. By submitting your application you accept that TdH NL will conduct such pre-employment screening for successful candidates. TdH NL participates in the Inter-Agency Misconduct Disclosure Scheme.

Application Procedure

Interested candidates should submit:

- **A motivation letter**
- **A detailed CV**
- **A portfolio or samples of relevant communication work (preferred)**

Submit applications via this link <https://tdh.bamboohr.com/careers/160> by Friday, 17th October 2025 (COB).

Only shortlisted candidates will be contacted.