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| National Consultancy: Private Sector Partnerships  |
| **Scope of Work** **Major duties and responsibilities**Under the supervision of the Chief of CAP, the incumbent will: 1. **Partnerships strategy** – Support the implementation of the UNICEF Kenya partnerships strategy to support UNICEF Kenya advocacy on key children’s issues, with the aim of influencing policy change, raising public awareness and generating additional funds. This should be in line with the KCO Communication, Advocacy and Partnerships Strategy 2020-22 and office-wide advocacy priorities (COVID-19 response, ending violence against children, rural sanitation and parenting). Update the Kenya private sector mapping and develop a private sector engagement plan (fundraising and non-financial) for 2021-22.
2. **Initiate new partnerships** – Support in the development of new country level partnerships, including prospect research, networking, and exploratory meetings with potential private sector partners, in line with country office advocacy priorities. A strong network of private sector contacts will be required. Support KCO programme sections with new sector-level partnership processes, including completing due diligence reviews and coordination with the regional office and HQ.
3. **Manage existing partnerships** – Manage and develop existing partnerships with business, including office-wide partnerships with Rotary Kenya, Safaricom and the Kenya Private Sector Alliance (KEPSA), with the goal of implementing, expanding and/or renewing the partnerships. Coordinate the KCO Partnerships Hub to leverage fundraising and partnership opportunities (financial and non-financial). Maintain a register of office-wide partnerships that describes the status of agreements, due diligence undertaken, and performance.
4. **Networking** – Organise meetings and forums with CEOs and other senior business figures, as needed, to discuss priority issues for children. Develop and maintain a partnerships map and contact list of key individuals, groups, organizations and fora whose support can assist in achieving UNICEF Kenya objectives. Develop and adapt materials for use in private sector interactions, in collaboration with communication and programme sections.
5. **Coordination with RO** – Joint work with the ESARO regional office PPP section on regional prospects, including Rotary International and Foundations. Support market research on Kenya’s business landscape, individual giving and Business for Results. Coordinate with the Innovation and Education sections on partnership opportunities for the Giga initiative. Keep UNISON updated with details of private sector engagements.
6. **Coordination with One UN** – Liaise with the National Business Compact on COVID-19 (NBCC) and the UN SDG Partnership and advise Chief of CAP and senior management on developments and potential for synergy, including on public-private partnerships.

**Key expected results**1. Private sector partnership strategy fully implemented, in line with UNICEF Kenya Communication, Advocacy and Partnerships Strategy, office-wide advocacy priorities and organization-wide Business for Results approach.
2. At least four new partnerships established with the private sector in Kenya.
3. At least three existing partnerships managed and positioned to support Kenya country office advocacy priorities.
4. UNICEF Kenya partnerships work is well coordinated within the office, with the ESARO regional office, and aligned with UN-wide approaches and initiatives.

The consultant will provide technical advice in the country office, leading to:1. Increased results for children through financial investment and support for advocacy.
2. Strong partner satisfaction, resulting in expanded partnerships.
3. Increased brand recognition through partnership communication strategies.
4. Increased knowledge and expertise to engage effectively with the private sector.
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| **Budget Year:** | **Requesting Section/Issuing Office:** | **Reasons why consultancy cannot be done by staff:** |
| *2021* | *Communication, Advocacy and Partnerships* | *Insufficient funds for a staff position* |
| **Included in Annual/Rolling Workplan***:* [x]  Yes [ ]  No, please justify: |
| **Consultant sourcing:**[x]  National[ ] International Both [ ] **Consultant selection method:** [ ]  Competitive Selection (Roster)[x]  Competitive Selection (Advertisement/Desk Review/Interview) | **Request for:**[x]  New SSA[ ]  Extension/ Amendment |
| **If Extension, Justification for extension:** |  |
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| **Work Assignment Overview** |
| Tasks/Milestone: | Deliverables/Outputs: | Timeline | Estimate Budget  |
| **1. Partnerships strategy –** Support the implementation of the UNICEF Kenya partnerships strategy to support UNICEF Kenya advocacy on key children’s issues, with the aim of influencing policy change, raising public awareness and generating additional funds. This should be in line with the KCO Communication, Advocacy and Partnerships Strategy 2020-22 and office-wide advocacy priorities (COVID-19 response, ending violence against children, rural sanitation and parenting). Update the Kenya private sector mapping and develop a private sector engagement plan (fundraising and non-financial) for 2021-22. | * Support implementation of the Communication, Advocacy and Partnerships Strategy.
* Update the Kenya private sector mapping post COVID-19.
* Develop a private sector engagement plan (fundraising and non-financial) for 2021-22, including a theory of change and key indicators.
 | Ongoing, as per demands of the office |  |
| **2. Initiate new partnerships** – Support in the development of new country level partnerships, including prospect research, networking, and exploratory meetings with potential private sector partners, in line with country office advocacy priorities. A strong network of private sector contacts will be required. Support KCO programme sections with new sector-level partnership processes, including completing due diligence reviews and coordination with the regional office and HQ. | * Negotiate and sign at least 4 new or expanded private sector partnerships.
* Support KCO programme sections with new sector-level partnership processes, including completing due diligence reviews and coordination with the regional office and HQ.
 | Ongoing, as per demands of the office |  |
| **3. Manage existing partnerships** – Develop and manage the implementation of office-wide partnerships, including with Rotary Kenya, Safaricom and the Kenya Private Sector Alliance (KEPSA), with the goal of implementing, expanding and/or renewing the partnerships. Coordinate the KCO Partnerships Hub to leverage fundraising and partnership opportunities (financial and non-financial). Maintain a register of office-wide partnerships that describes the status of agreements, due diligence undertaken, and performance. | * Develop and manage the implementation of at least 3 office-wide partnerships, including Rotary Kenya, Safaricom and KEPSA.
* Coordinate the KCO Partnerships Hub to leverage fundraising and partnership opportunities.
* Maintain a register of office-wide partnerships.
 | Ongoing, as per demands of the office |  |
| **4. Networking** – Organise meetings and forums with CEOs and other senior business figures, as needed, to discuss priority issues for children. Develop and maintain a partnerships map and contact list of key individuals, groups, organizations and fora whose support can assist in achieving UNICEF Kenya objectives. Develop and adapt materials for use in private sector interactions, in collaboration with communication and programme sections. | * Organise meetings and forums with CEOs and other senior business figures.
* Develop and maintain a partnerships map and contact list of key individuals, groups, organizations and fora.
* Develop and adapt materials for use in private sector interactions, in collaboration with communication and programme sections.
 | Ongoing, as per demands of the office |  |
| **5. Coordination with RO** – Joint work with the ESARO regional office PPP section on regional prospects, including Rotary International and Foundations. Support market research on Kenya’s business landscape, individual giving and Business for Results. Coordinate with the Innovation and Education sections on partnership opportunities for the Giga initiative. Keep UNISON updated with details of private sector engagements. | * Work with ESARO on regional prospects, including Rotary International and Foundations.
* Support market research on Kenya’s business landscape, individual giving and Business for Results.
* Coordinate with the Innovation and Education sections on partnership opportunities for the Giga initiative.
* Keep UNISON updated with details of private sector engagements.
 | Ongoing, as per demands of the office |  |
| **6. Coordination with One UN** – Liaise with the National Business Compact on COVID-19 (NBCC) and the UN SDG Partnership and advise Chief of CAP and senior management on developments and potential for synergy, including on public-private partnerships. | * Liaise with the NBCC and the UN SDG Partnership through their regular meetings.
* Advise management on developments and potential for synergy, including on public-private partnerships.
 | Ongoing, as per demands of the office |  |
| **Estimated Consultancy fee** |  |  |  |
| Travel International (if applicable) | Not applicable |  |  |
| Travel Local (please include travel plan) | Meetings within Nairobi |  |  |
| DSA (if applicable) | Not applicable |  |  |
| **Total estimated consultancy costs[[1]](#endnote-2)** |  |  |  |
| **Minimum Qualifications required:** | **Knowledge/Expertise/Skills required:** |
| [x]  Bachelors [ ] Masters [ ]  PhD [ ]  Other A university degree in Business Administration, Social Sciences, Economics, Marketing, Fundraising or other related fields is required. An advanced degree is desirable, or equivalent professional experience. | a) Work ExperienceA minimum of five years of relevant work experience in private sector partnerships and fundraising is required, of which a minimum of three years in working with companies and foundations is desired. Experience developing shared-value partnerships also a plus. Work experience within UNICEF, the UN or other international organization is desirable. Experience in both development and humanitarian contexts would be an added advantage.b) Language ProficiencyFluency in English (verbal and written) and Kiswahili is required.c) Specialist skills/Training: • Proven experience in developing partnership strategies • Ability to present ideas and concepts, clearly and concisely, in written and oral form• Proven ability to research, analyse, evaluate and synthesize information • Strong planning and organisational skills • Solid contacts in the Kenyan private sector• Proven ability to work as part of a team• A strong understanding of UNICEF or UN programmes• Knowledge of computer systems, internet navigation and various office applications• Demonstrated ability to work in a multicultural environment and establish harmonious and effective working relationships, both within and outside the organization.d) Competencies: Professionalism, drive for results, communications and working with people are core competencies required for the assignment. |
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| **Administrative details:**Visa assistance required: [ ] Transportation arranged by the office: [ ]  | [x] Home Based [ ]  Office Based:If office based, seating arrangement identified: [ ] IT and Communication equipment required: [ ] Internet access required: [x]  |
| **Request Authorised by Section Head** | **Request Verified by HR:** |
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| *Approval of Representative**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*  |
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1. Final rate shall follow the “best value for money” principle, i.e., achieving the desired outcome at the lowest possible fee. Consultants will be asked to stipulate all-inclusive fees, including lump sum travel and subsistence costs, as applicable.

Payment of professional fees will be based on submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant [↑](#endnote-ref-2)