Terms of Reference (ToR): Communications Support Firm or Lead Consultant Team

Project: M-taka x GIZ Digital Waste Recovery Pilot
Position Title: Communications Firm / Team of Consultants (with Lead Implementer)
Location: Kisumu, with travel to Kakamega, Vihiga, Homabay, and Migori
Engagement Period: September 2025 – March 2026
Supervision: M-taka Communications & Marketing Officer and COO
Type: Output-Based Consultancy

1. Background

M-taka is a tech-enabled social enterprise working to digitize the informal waste sector and unlock inclusive green jobs. Supported by GIZ under the DGIx initiative, M-taka is scaling its digital platform, community campaigns, and circular economy training in five counties in Western Kenya. A strategic and visually compelling communications approach is needed to amplify M-taka's story, promote behavior change, and engage public and private stakeholders.

2. Objective

To provide technical and creative support to M-taka's internal communications team by:

- Refining and implementing the communications and marketing strategy
- Supporting storytelling and visibility for major field events and campaigns
- Producing high-quality photography, videography, and digital content
- Ensuring strong alignment with GIZ brand and digital storytelling guidelines

3. Team Structure Required

This assignment should be undertaken by a **firm or consortium of at least two consultants**, with a **designated lead implementer** responsible for coordination and quality control. The team should ideally include:

- 1 Lead Communications Consultant / Strategist
- 1 Field Videographer/Photographer

- 1 Visual/Graphic Designer (optional or shared)

4. Scope of Work

A. Strategic Support

- Co-develop and roll out the communications calendar in collaboration with the in-house officer
- Adapt messaging to align with campaign milestones, partner events, and seasonal trends
- Ensure integration of gender, climate action, and tech themes in all narratives

B. Events & Campaigns

- Provide coverage and content generation for agreed upon community cleanups, barazas, school drives, and agent trainings
- Draft media materials for major moments: press releases, talking points, briefs
- Prepare post-event highlights with selected visuals and success stories

C. Photography & Videography

- Deliver dynamic photo and short-form video documentation of M-taka activities across counties
- Follow **GIZ's "Local Actions, Global Impact"** filming style:
    - Authentic moments, natural light, tech in action, emotional storytelling
    - Establishing and detail shots, minimal directing
    - Proper consent and audio handling (per GIZ guidelines)

D. Digital & Social Content

- Support social media posting with visual assets, captions, and hashtags
- Assist in editing testimonials, agent videos, or case study reels for digital use

5. Deliverables

- Refined communications and marketing strategy
- At least **1 monthly content package** with photo essays, videos, and posts
- Documentation of **3+ major events** across pilot counties
- 5+ testimonials or case studies (written + visual) from agents, youth, or community members
- Final media library and communications report by March 2026

6. Required Qualifications

The applying firm or team should collectively demonstrate:

- Minimum 5 years of experience in development communication, public awareness, or digital storytelling
- Proven ability to work with grassroots or community-centered programs
- Capacity to deliver photography, videography, and strategic messaging aligned with brand guidelines
- Fluency in both English and Kiswahili (spoken and written)
- At least one team member with strong field-based experience and documentary-style production
- Familiarity with environmental, climate, or waste management topics is a strong asset