

## 1. Background

The Investing in Young Businesses in Africa (IYBA) SEED Project, implemented by SNV Kenya in collaboration with GIZ and SAIDC under the Team Europe Initiative, aims to strengthen the entrepreneurial ecosystem for young people and women. A critical element of the project's success is the effective communication of its outcomes, visibility of its interventions, and documentation of best practices, aligned with donor visibility guidelines.

To this end, SNV Kenya seeks to engage a **visual storytelling communications consultant** to support the communications and visibility function of the IYBA SEED project. The consultant will work closely with the Project Manager to develop compelling content, ensure quality visibility materials, and capture field activities through photography, videography, and storytelling. The consultant will also collaborate with the country and global communication teams to ensure the project communication aligns with the organisation's guidelines.

## 2. Objective of the Assignment

The objective of this assignment is to support the delivery of high-quality communications products that increase visibility, document project activities, and promote engagement among stakeholders, partners, people we work with, and the public. The consultant will contribute to content creation, media development, and communication planning in line with SNV and donor branding requirements.

## 3. Scope of Work and Key Responsibilities

Under the direct supervision of the IYBA SEED Project Manager, the consultant will be responsible for the following tasks:

- **Content Development:**
  - Draft and edit articles, blogs, success stories, and human-interest pieces.
  - Develop project briefs and updates for newsletters and reports.
- **Visual Storytelling:**
  - Capture high-quality photographs and short videos of field activities and beneficiary testimonies.
  - Support production of short video documentaries, event recaps, and reels for social media.
- **Field Support:**
  - Accompany the project team during county-level activities to document events and collect multimedia content.
  - Conduct interviews and gather field stories from stakeholders and beneficiaries.
- **Digital Engagement & Social Media:**
  - Assist with managing project visibility across social media and digital platforms.
  - Draft posts and visual content aligned to SNV/IYBA SEED branding guidelines.
- **Design and Branding:**
  - Support layout and basic design of visibility materials such as posters, brochures, and social media cards using Canva or Adobe tools.
- **Event Coordination:**
  - Provide support in the coordination and preparation of pre-event administrative tasks, such as printing attendance sheets and reimbursement forms.
  - Assist in the coordination of monitoring and evaluation activities, including ensuring accurate and timely data entry and cleaning in the IYBA SIA (Activity Information System), in collaboration with the M&E Consultant at SNV Global in Brussels.
- **Strategic Communications Backstopping:**
  - Serve as a backstopping consultant supporting the broader implementation of communication and outreach-related actions under Component 4 (Knowledge Dissemination). This includes aligning all communication and knowledge dissemination activities with the PMU communications systems and protocols and closely collaborating with the IYBA SEED global communications focal point for the acquisition, packaging, and dissemination of both internal and external knowledge products.
- **Reporting and Archiving:**

- Maintain a photo and video archive with clear tagging and documentation.
- Prepare a monthly communication highlights report.

**Duration:** Initial six months with possibility of extension based on donor funding.

**Duty Station:** Nairobi with frequent travel to counties (e.g., Kisumu, Eldoret, Nakuru, etc.)

#### 4. Deliverables

The consultant is expected to deliver the following within the engagement period:

	Deliverable	Description	Frequency/Timeline
1	Monthly Field Content Package	Photos, short videos, quotes, and brief write-ups from county activities	Per forum
2	Blog Articles/Success Stories	Two original stories highlighting IYBA-SEED interventions	Every 1 month
3	Video Clips/Reels	At least one edited short video or event highlight clip	Per forum
4	Social Media Content Pack	Curated captions, hashtags, and visual content for SNV and partner platforms	Per forum
5	Knowledge and outreach Backstopping Support	Documentation of communications and knowledge dissemination tasks undertaken under Component 4, aligned with PMU comms protocols and in coordination with the global IYBA-SEED communications focal point	Monthly
6	Final Communications Summary Report	Summary of content delivered and impact metrics	End of contract

#### 5. Required Qualifications

- Bachelor's degree in film production, Communications, Journalism, Media Studies, Public Relations or related field.
- Proof of training in video editing and scripting is required where a degree is not available
- Demonstrated skills in photography, videography, and editing (Adobe Premiere Pro, Canva, CapCut, etc.).
- Evidence and/or links to work done should be shared as an attachment to the CV.
- At least two years or more experience in communications, content creation, or digital media.
- Experience working in development or donor-funded projects is an added advantage.
- Strong storytelling and writing skills.
- Ability to travel frequently and work in rural areas with minimal supervision

#### 6. Reporting Line:

The consultant will report directly to Global & Country (Kenya) Communication Marketing Officer and collaborate closely with the Project Manager (SNV Kenya) and project partners where relevant.

#### How To Apply

The application file containing the following documents should be consolidated in one PDF file & submitted to the Country Director via our recruitment portal - **no later than 20<sup>th</sup> August 2025**.

The application file includes Motivation letter including daily rate, link to portfolio, updated CV which has 3 professional references, including current and previous direct supervisors with their full names, phone number and email address.

#### Shortlisting

Shortlisting and interviews will be done on rolling basis until the position is filled. Therefore, qualified and interested candidates are highly recommended to submit their applications as soon as they can. Only applicants fulfilling the above requirements will be

contacted. If you do not hear from us within one month from the submission date of your application, consider your application unsuccessful.

### Working at SNV

SNV is a great place to work and prides itself on its comprehensive benefits package. We offer competitive salaries and a dynamic inclusive work environment.

SNV is proud to be an **equal opportunity employer**. All qualified applicants will receive consideration for employment without regard to race, colour, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law, and requires affirmative action to ensure equality of opportunity in all aspects of employment. This is also to include inquiry about, disclosing, or discussing their compensation or the compensation of other applicants or employees.

SNV offers a challenging work environment, opportunities to lead and innovate, and a commitment to growing your skills in a fulfilling and diverse working environment. Our staff benefit from, and contribute to, an internal and global network of experts. For more information on SNV, please refer to our website: [www.snv.org](http://www.snv.org)

### Vetting

SNV carries out rigorous background and reference checks concerning possible safeguarding incidents for all candidates applying for International determined positions. As SNV participates in the Inter-Agency Misconduct Disclosure Scheme, all reference checks include a request to past employers to fill in a questionnaire regarding Misconduct (sexual exploitation, sexual abuse, or sexual harassment), the "[Statement of Conduct](#)". This Statement of Conduct adopts the definitions used in the Scheme.

### Data Protection assurance

SNV will not retain your Personal Data for longer than is allowed by law or is necessary for the Purposes.

If you are selected and offered employment, the Personal Data you have provided will be used by SNV for the purpose of human resource management and administration. If you are unsuccessful on this occasion to secure employment with SNV, SNV will retain your Personal Data for one (1) year for the purpose of considering you for other suitable positions as and when they arise. If you do not wish to be considered for other suitable positions by SNV, please indicate accordingly in the acknowledgment section.