

## **Terms of Reference (TOR) for Ciheb-Kenya Media Monitor/ Buyer**

**Project:** KENPHIA II Project

**Requirements:** Media Monitor/ Buyer

**Location:** Nairobi, Kenya

**Duration:** Engagement on as and when required basis During KENPHIA II Implementation phase

### **1. Background**

The Kenya Population-based HIV Impact Assessment (KENPHIA) project is a nationwide initiative aimed at assessing the impact of the HIV epidemic across all 47 counties. To enhance our outreach and communication efforts, we require a dedicated Media Buyer who will be responsible for monitoring our media engagements, collaborating with the Communications Manager in ensuring that our message reaches the widest possible audience through various media channels, including TV, newspapers, and community radios across the 47 counties.

### **2. Objective**

The primary objective of the Media Buyer is to develop and implement a strategic media buying plan that maximizes the visibility and impact of the KENPHIA II project. This involves selecting the most appropriate media channels on the ground, strategically pitching/ negotiating for media space, and continuously monitoring and optimizing media performance.

### **3. Scope of Work**

The Media Buyer will be responsible for the following tasks:

#### **1. Media Strategy Development**

- Develop a comprehensive media buying strategy that aligns with the communication objectives of the KENPHIA II project.
- Based on outlined target audience, and in consultation with the Communications manager, pitch the most effective media channels to reach them.

#### **2. Media Planning and Buying**

- Research and select media platforms (TV, newspapers, community radio) that provide the best reach and engagement for KENPHIA II messages.
- Strategically negotiate placements and features, and schedules to secure the best possible deals and ensure optimal placement of KENPHIA II content.
- Leverage on existing platforms e.g. News, talk shows, Radio segments, presenter mentions which are not ideally paid for but can have the potential of reaching a diverse audience.

### **3. Campaign Management**

- Plan, execute, and monitor media campaigns to ensure they run smoothly and effectively.
- Coordinate with Communications Manager to develop engaging and impactful advertisements.

### **4. Monitoring reach and reporting**

- Expand the reach of KENPHIA II from ground zero to reach 10M people across all targeted media platforms. (this will be updated based on survey targets)
- Track and analyze the performance of media campaigns using various metrics and tools.
- Provide regular reports on campaign performance, including insights and recommendations for improvement.
- Monitor media coverage and public perception of KENPHIA II project activities.

### **5. Stakeholder Engagement**

- Collaborate with internal stakeholders, including the Communications Manager and program teams, to ensure media activities align with overall project goals.
- Maintain relationships with media and negotiate favorable terms and conditions.

### **6. Compliance and Documentation**

- Ensure all media activities comply with Ciheb-Kenya and donor regulations.
- Maintain accurate records of media transactions and communications.
- Loop the Comms Manager into relevant conversations and engagements.

## **4. Qualifications and Experience**

- Team Member with Bachelor's degree in Marketing, Communications, Media Studies, or a related field.
- Minimum of 6 years of experience in media buying, advertising, or related roles.
- Proven track record in developing and executing successful media campaigns.
- Strong negotiation skills and experience managing media budgets.
- Familiarity with media analytics tools and performance tracking.
- Excellent communication and interpersonal skills.
- Knowledge of the Kenyan media landscape and experience working with local media outlets is an advantage.

## **5. Deliverables**

- Enhanced visibility and engagement for the KENPHIA II project across targeted media channels.

- A comprehensive media buying strategy and plan.- will be captured on concept paper
- Regular reports on media campaign performance and effectiveness. This will be provided monthly per job/ assignment done-
- Documentation of media transactions and compliance records.

## 6. Application Process

Interested organizations/persons should submit their concept notes, cover letter, and examples of previous successful media campaigns they have managed inline with the below evaluation criteria to [procument\\_kenphia@cihebkenya.org](mailto:procument_kenphia@cihebkenya.org). Applicants must also provide a proposal outlining their approach to media buying for the KENPHIA II project.

### Evaluation criteria

#### Technical

- Compliance and Documentation - Registered Company 10% -Tax compliance, certificate of registration by e.g Advertising Practitioners Registration Board (APRB),
- Relevant Experience; evidence of service or past work done with multi-channel successful media campaigns: **20%. At least 5 Successful nationwide campaigns. Provide evidence for work done.**
- Educational background: Have a professional representative in your company with Bachelor's degree in Marketing, Communications, Media Studies, or a related field. 10%
- Tech survey - Familiarity with media analytics tools and performance tracking. 10%
- Technical expertise; Concept note and proposal 30%
- Multilingual – community mobilization campaigns 10%-
- Strategic planning and execution: Ability to develop a comprehensive media buying strategy and plan. 10%

#### Financial

Share with us your standard rate card.