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Terms of Reference

Consultancy for PS Kenya Strategic Plan Development

Background

Population Services Kenya (PS Kenya) is the leading social & behaviour change, social marketing & franchising organization in Kenya, with 30 years' experience of measurably improving the health of Kenyans by supporting the Ministry of Health (MoH) address public health priorities in HIV& TB, Malaria, Reproductive Health, Maternal Health, Child Health, Water and Sanitation, Nutrition and Non-Communicable Diseases.

PS Kenya uses private sector techniques to address health challenges and user centred approaches to promote healthy behaviours across various target audiences.

Over the years, PS Kenya has contributed greatly to the health impact in the country by promoting adoption and maintenance of healthy behaviours, and in increasing access to and demand for high-quality health products and services.

Our vision as PS Kenya is to be the leader in strengthening health markets, empowering Kenyans to make healthy choices.

Our mission is to measurably improve the health of Kenyans by promoting functional and sustainable and healthy markets, increasing demand for and access to quality and affordable health products and services.

The current 5 year PS Kenya Strategic plan was developed in 2016 and comes to an end in 2020. Considerable achievements and milestones have been realized for the last 4 years. We are cognizant of the fact that with the ever-changing environment, *what got us here, won't get us there* and hence we are now looking at developing a plan that will be the blue print for the organization for the next 3 years (2021- 2023).

What are we looking for?

We are looking for a consultant(s) who will work with PS Kenya Management and Governance to go through the strategic planning process, facilitating the various steps from gathering insights to documentation/ packaging of the strategic plan.

Scope of work

- Review the vision and mission based on organization's mandate
- Undertake stakeholder mapping and analysis including employee input.
- Undertake an environmental scan of the political, economic, social, and technological environment. Review current strategic plan progress, challenges and opportunities identified
- Through a consultative process and application of appropriate tools of analysis, identify focus areas and develop strategic objectives and key result areas for the same
- Propose a strategy for achieving the strategic objectives and key results
- Facilitate various workshops and one to one session with management and Governance team to iterate on the various strategies / approaches for PS Kenya
- Develop a Results and Resources Framework for the plan period
- Finalize Strategic plan and package final product

Deliverables

- A three-year strategic plan including a results and resources framework
- Report on the process including stakeholder consultations and workshops

Time Span

- This assignment is expected to be carried out within a period of 4 months

Required qualification

- Vast experience working with other organizations in development of strategic plans (examples to be provided). At least 5 years professional experience
- Demonstrated experience in the health business largely and extensive understanding of the Kenyan health and development environment
- Ability to effectively facilitate workshops and working groups to get the best out of teams
- High level written and oral communications skills in English
- Skills in facilitation of stakeholder engagements/workshops

Application process

Interested and qualified candidates should submit **e – copy proposals** in pdf format which should include the following:

1. Proposal for implementing the assignment which should include examples of prior work and references
2. Detailed Curriculum Vitae of the consultant (s)
3. Cost proposal indicating proposed cost for the assignment

Please quote “Strategic Plan – PS Kenya” on the subject line. Applications should be emailed to Tenders@pskenya.org to reach us not later than close of business May 14th 2020.