

TERMS OF REFERENCES: SOCIAL MEDIA MANAGER FOR PROMOTION OF CLEAN AND CLIMATE FRIENDLY COOKING APPLIANCES

INTRODUCTION

LRC Foundation was set up as a project in 2008 and was registered as a Kenyan Social Enterprise in 2011. It was established to provide training and business support services to farmers, pastoralists and agribusinesses in Africa. LRC believes that the modernization of agriculture and improvement in food security in Africa can be greatly enhanced by effective practical training, adequate dissemination of knowledge and technology and the provision of business support services. Over the years LRC has grown and plans to stand out by putting social impact as an overriding objective. It uses an innovative, agile business thinking and processes to meet the needs of its key beneficiaries the farmers, pastoralists and agribusinesses. It strives to increase agricultural productivity in an economically and environmentally sustainable manner. Special emphasis is put on supporting vocational training and development of skilled work force for agriculture in Africa and on programs in food production, renewable energy and water availability for people in semi-arid areas of Africa.

LRC Foundation with support from EnDev Kenya is implementing the Kawi Safi Mashinani project countrywide in Kenya from June 2024 to December 2025. The primary objective of the project is to stimulate demand and promote use of solar energy for productive purposes such as pumping water for irrigation and egg hatcheries (incubators) and for lighting in poor households in Kenya's rural and urban areas. Additionally, the project promotes adoption of electric cooking technologies and enhance access to finance to adoption.

LRC-Foundation, under the Kawi Safi Mashinani project, invites qualified social media managers to express their interest in managing our social media platforms namely Instagram, TikTok, Facebook, and X (formerly Twitter) and developing visibility materials to promote electric cooking appliances. This engagement will run for five months (September to December 2025) and aims to make sure all content posted align with the project objectives.

Objective

The project seeks to raise public awareness on the benefits of electric cooking including its health, environmental, and cost-saving advantages through social media platforms. The social media manager will be responsible for creating and disseminating informative and engaging content to educate the target audience, encourage the adoption of electric cooking appliances and foster a supportive online community around the initiative. This will in turn strengthen the organization's digital presence, enhance brand recognition, and grow our audience across all relevant platforms.

Scope of Work

The selected social media manager will provide services under these work packages:

Work Package 1: Social Media Strategy & Planning

- Conduct market and audience analysis to inform platform selection and content direction.
- Develop platform-specific strategies and campaign themes aligned with the project's goals
- Develop a content sharing calendar ensuring at least 10 posts per month, featuring a mix of formats (text, image, video, live).
- Support in management of contracted influencers and digital content creators
- Coordinate with internal departments for content inputs and campaign alignment.
- Develop Standard Operating Procedures and toolkits for internal use
- Capacity build existing and future staff on platform updates, community moderation, and basic design tools

Work Package 2: Content Creation and Dissemination

- Produce engaging visual and written content for social media platforms such as posts, videos, stories, reels and infographics.
- Maintain consistency in tone, voice and branding of the messages and content created
- Ensure consistent rollout of content across social media platforms
- Coordinate the process of developing and disseminating of content created by contracted influencers and digital content creators
- Tag and collaborate with CCAK, manufacturers, distributors, influencers and any other partners involved in related initiatives (e.g., EnDev)

Work Package 3: Campaign Monitoring and Management

- Support events, activations, and programmatic initiatives with social coverage
- Monitor and respond to user interactions and messages in a timely, professional tone.
- Maintain a feedback system to collect inquiries, share user tips, and respond to potential customers
- Flag and manage risks such as negative feedback, misinformation, or reputational threats.
- Set up monitoring tools to track engagement metrics (reach, views, interactions, conversion rates, etc).
- Provide bi-weekly and monthly performance reports with data visualizations and make actionable recommendations to refine and optimize performance

Required Qualifications

- Bachelor's degree in Communications, Marketing, Digital Media, or any other related field.
- Minimum 5 years of professional experience in development of social media strategies and execution and or digital marketing.

- Proficiency in tools such as Canva, Adobe Creative Suite, Hootsuite, Meta Business Suite, and Google Analytics.
- Strong understanding of content trends, algorithm changes, and audience behavior.
- Demonstrate experience and track record in digital marketing

Soft Skills

- Excellent writing, editing skills.
- Strong interpersonal, communication, and socio-cultural skills
- Ability to work efficiently and client-focused
- Interdisciplinary thinking and team coordination

Deliverables

- A comprehensive social media strategy document within first 2 weeks.
- Monthly content sharing calendars and asset libraries.
- Analytics dashboards and performance reports submitted bi-weekly.
- A final impact report with key achievements and recommendations at project end.

Engagement Timeline

The assignment will run for a period of four (4) months from **September 2025 to December 2025**.

Mandatory Eligibility Requirements

Applicants must:

1. Be a registered consultant or business with a physical office.
2. Hold a valid PIN certificate.
3. Have a current Tax Compliance Certificate.
4. Possess all relevant operational licenses and permits.
5. Be ETIMS compliant and capable of issuing compliant invoices.

Submission Requirements

Interested consultant should submit:

1. A formal Expression of Interest to manage content posted in social media related to clean cooking technologies.
2. A portfolio or evidence of similar previous digital media campaigns.
3. A detailed workplan outlining how the digital platforms will be managed.

The proposal subject line should clearly read, **“TORS: SOCIAL MEDIA MANAGER FOR PROMOTION OF CLEAN AND CLIMATE FRIENDLY COOKING APPLIANCES.**

The proposal should be addressed to:

**The Programs Manager
LRC Foundation
P. O Box 14675 –00800
Nairobi.**

Mode of submission: **ONLY** electronically submitted proposals will be accepted. It should be submitted to the following email: info@lrc-foundation.org. The deadline for submission of the proposal is **15th September 2025**. For any queries, send an email to: info@lrc-foundation.org not later than 5 days after the date of the advert.