



Terms of Reference

Media Documentation Consultancy
WASH Vocational Training and Education Support (WAVES) Project

– Tana River County

IRK/CO/COMS/001/03/2026

Advert Date: 18th March 2026

Closing Date: 24th March 2026

March, 2026

Project:	WASH Vocational Training and Education Support (WAVES) Project
Activity:	Video Documentary and Book of Stories for the WASH Vocational Training and Education Support (WAVES) Project
Location:	Tana River County
Duration:	30 days

1.0 BACKGROUND

IR Kenya started operations in Kenya in 1993 through a local CBO in Mandera District, Northern Kenya. It opened its fully-fledged office in March 2006 at the height of the drought in the Horn of Africa. Since then, it has been providing humanitarian and development assistance to vulnerable communities. Over these years, IRK has remarkably changed the lives of the vulnerable and disadvantaged communities. In January 2010 and October 2011, IRK extended its operation to Wajir County and Garissa County, to serve both the local community and refugees at Dadaab Camp. Islamic Relief Kenya is currently implementing programmes in the following sectors: Health and Nutrition; WASH (Water, Sanitation and Hygiene); Sustainable Livelihoods and Disaster Risk Reduction (DRR); Child Welfare/Protection & Education; and Emergency Response. Over the years, IR Kenya has implemented various development and relief activities which have remarkably changed the lives of vulnerable and disadvantaged communities in Garissa, Wajir, Mandera, Kilifi, Marsabit and Kajiado Counties.

2.0 PROJECT SUMMARY

The Wash, Vocational Training, and Education Support (WAVES) Project is a 22-month project to enhance education and water, sanitation, and hygiene (WASH) facilities in Tana River County. Building on the success of the Tana River Integrated Wash and Education project, which effectively integrated education and WASH components, the WAVES project seeks to further improve access, retention, and transition of learners in primary schools within the target communities.

To ensure the sustained success of the previous projects implemented by IR Kenya in Tana River County, the WAVES project focused on the following key areas:

1. Improving access, retention, and transition through constructing new classrooms and hygiene facilities in schools.
2. Supporting special needs children by enhancing school disability-friendly infrastructure and providing assistive aid devices.
3. Infrastructure improvement through the equipping of facilities in technical and vocational training institutions in partnership with the county government.
4. Promoting inclusive education by enhancing the existing Educational Assessment Research Centre (EARC) at the county level.
5. Safeguarding and child protection through building the capacity of community leaders, religious leaders, school boards of management, and teachers.
6. Improving clean and safe water access and management of water resources by rehabilitating and drilling boreholes and water pans and providing capacity building for water management committees.

3.0 Objective of the Media Documentation

Islamic Relief Kenya seeks to engage a qualified talented consultant/consultancy firm to conduct media documentation of the WASH, Vocational Training, and Education Support (WAVES) Project in Tana River County, Kenya. The media documentation aims to capture high-quality photographs, video material and impactful stories on the impact of the WAVES project to the targeted rightsholders.

4.0 Purpose and Scope of the Media Documentation

Under the direct supervision of the Communications Coordinator, Field Coordinator and Project Officer, the Consultant(s) will be required to:

- Film key WAVES Project activities and produce **one (1) overall WAVES Project video documentary** highlighting the impact of the project, not more than 5 minutes.
- Film key WAVES Project components including education, TVET Support, WASH support to produce **three (3) short testimonial videos**, not more than 2 minutes each.
- Interviews with at least two beneficiaries of each project component highlighted above, and key stakeholders (project staff and county line ministry representatives) to prepare **6 success/impact stories** and inform the documentary and testimonial videos.
- Undertake photography to produce **photographs** highlighting the impact of the project activities and portraits of the selected right holders (interviewees).
- Share time-coded transcription of the interviews held in the local language.

4.1 Video Documentary and Short Testimonial Videos

- Develop the documentary's overall concept and scenario. This includes story board and script to be used in the film.
- Visit selected project sites to document 'Significant Change Stories' depicting how the interventions have transformed communities' attitude and behaviours; Ensure sufficient high-quality b-roll footage is taken of the interviewees.
- High quality interviews of at least 2 identified interviewees for the documentary and each testimonial video, who will include actual beneficiaries, local government officials, and the programme staff.
- Time coded translation of any interviews conducted in local language to English language.

4.2 High quality photographs of the interviewees/project activities

- Portrait images of all interviewees (self-portraits, family portraits, group images and action photos depicting the impact of the WAVES Project).
- A variety of angles and framing (e.g. wide and medium shots, close up portraits and detail shots).
- Digital images should be taken at a minimum 1800 high-resolution, be at least 300 dpi, and approximately 2500 x 1600.
- General captioning of the images with details of name of the person, and project component involved.

4.3 Book of stories

- Document the project overall objective by gathering content and reviewing project documents to write 6 success stories of the various components of the project (Education, TVET Support, WASH support and overall project impact).
- Interview identified beneficiaries for the WAVES Project (education, TVET Support, WASH support).
- Take photos of the interventions and identified beneficiaries.
- Seek and record consent of the interviewees.

5.0 Expected Deliverables

The following are the expected deliverables.

1. Produce 1 edited video documentary and 3 testimonial videos.
2. Final WAVES Project impact book of stories submitted as a digital copy and 200 hard copies after IRK input.
3. Submit ALL raw footage of filming, ALL edited high-resolution JPEG photos and stories of change collected to Islamic Relief Kenya in a hard disk.
4. Time coded translation of the interviews from local language to English language.
5. Submit ALL duly filled in consent forms by those who are interviewed.

In performing the activities related to the media documentation, the consultant is expected to strictly adhere to Islamic Relief Kenya **Data Protection and Privacy Policy, Child Safeguarding, and the IRK Code of Conduct.**

6.0 Roles and Responsibilities

Role/Responsibilities of the Consultant

- Coordinate with the Islamic Relief Kenya communications focal point to finalize the story angle, shot list, interviewees, and schedule.
- Prepare necessary equipment for photography, videography, and audio recording.
- Ensure ethical storytelling, respecting dignity, privacy, and consent of beneficiaries.
- Collect written or recorded consent from all individuals featured in photos or videos.
- Ensure all content meets professional quality standards suitable for media, donor reports, websites, and social media platforms.
- Incorporate subtitles, logos, and branding where required.
- Submit all raw and edited materials as organized files in clearly labeled folders for ease of use within the agreed timeline.
- Incorporate input from project stakeholders and submit final documentary and videos

Role of IRK

- Recruit an external consultant for the media documentation
- Review and provide input on the consultant’s deliverables
- Guide on the engagement with the consultant
- Provide consultants with background documents and reports
- Provide oversight during media documentation
- Ensure smooth flow of consultancy engagement processes, including all contractual obligations

Reporting

The consultant will report to the Communications Coordinator and work closely with the IRK Malindi field office - Field Coordinator, MEAL Officer and other project staff.

7.0 Duration of the Assignment and Logistics

The consultant should describe the documentation’s overall schedule (i.e., duration, phasing, and timing of different activities) and required preparations for work. However, below are some suggested timelines:

ITEM	# of days to complete
Selection of the consultant	-
Inception meeting between IR Kenya and the consultant to discuss the understanding of the assignment	1
Develop the script and storyboards for the documentary and videos	3
Planning & actualization of consultancy logistics	1
Conduct media and interviews’ collection	6
Video and images editing, labeling and filing	15
Submission of the draft documentary, book of stories and testimonial videos after incorporating input of the IRK technical team	2
Incorporation of final video review comments and submission of final documentary, videos and book of stories to Islamic Relief Kenya	2
TOTAL	30

8.0 Consultants Qualifications, Skills and Experience

The Consultant/s will possess the following minimum skills;

- Five and above years of experience working in the filming industry
- Must have conducted at least two to three similar assignments in the past 3 years.
- Extensive experience in producing development work related documentaries and book of stories for international organizations with the aim of reaching both local and international audiences
- Excellent technical capacities (state of art filming equipment in 4K to ensure smooth and high-quality production
- Experience in undertaking media documentation in ASAL areas will be an added advantage.
- Excellent writing and photography skills

9.0 ETHICAL CONSIDERATIONS

The below ethical considerations will be adhered to during the media documentation:

- IRW recognizes the personal dignity and rights of children and vulnerable adults, towards whom it has a special responsibility and duty of care and respect. The consultant is expected to adhere to the IRW Safeguarding policy and sign as an appendix to their contract of engagement and agree to conduct themselves by the provisions of these documents.
- Assert that their participation in the media content gathering will be voluntary, and they are aware that they can opt out at any time. (Note that participants may leave or refuse to answer any question at any time, and that this will not affect their standing with the organization.
- There will be no risks and benefits for individual participants.
- The culture, norms and traditions of the communities will be respected.
- Consent will be sought before commencing media content and interview gathering.
- For interviews with children, there will be an informed consent process to ensure that all children, their parents/guardians and vulnerable adults are fully aware of all aspects of the media documentation process and voluntarily provide their consent to take part. All caregivers/guardians will be asked to provide informed consent for children's participation in the documentation, in line with UNCRC's recognition of children's evolving capacities and a parent/guardian's responsibility to ensure a child's well-being and safety.

10.0 Product rights and ownership

The ownership of the media and associated products will belong to IR Kenya, and any media files or publications related to this documentation exercise will not be shared externally except with the consent of the IRK Country Director.

11.0 Evaluation Criteria

The evaluation committee shall evaluate the proposals based on their responsiveness to the Terms of Reference, through the following stages:

- Preliminary/mandatory evaluation
- Technical evaluation
- Financial evaluation

Preliminary evaluation

The following shall form the basis for the preliminary evaluation. Interested bidders MUST attach the following.

- Certificate of registration (applicable to consultancy firms – CR12) and ID of proprietor or ID for individual consultant
- Copy of VAT/PIN certificate from KRA
- Valid Tax compliance certificate
- Should be a firm/individual consultant with office/operational establishments within Kenya (attach business permit).

A proposal shall be rejected at this stage if it does not have all the valid preliminary/mandatory documentation.

Technical evaluation

The evaluation committee shall evaluate the proposals based on their responsiveness to the Terms of Reference, with keen interest in the following:

1. Demonstrated experience in media production, videography, photography, and documentation for development or humanitarian projects.
Maximum points 30
2. Demonstrates clear understanding of the objectives, expected outputs, and documentation needs of the assignment.
Maximum points 30
3. Clarity and practicality of the proposed approach and work plan of the field documentation, interviews, storytelling, and production of deliverables.
Maximum points 10
4. Provide a link to at least two samples of similar work done, preferably for an international non-governmental organisation demonstrating storytelling and production capability.
Maximum points 20
5. Relevant academic background or professional training in media, journalism, film production, communications, or related fields.
Maximum points 10

Each responsive proposal will be given a technical score. A proposal shall be rejected at this stage if it does not respond to important aspects of the Terms of Reference or if it fails to achieve **the minimum technical score of 70%**.

Financial evaluation

Bids determined to be substantially responsive to the requirements of the terms of reference shall be subjected to financial evaluation.

12.0 Submission of interest

Point of contact for clarifications, questions and amendments: procurement.irk@islamic-relief.or.ke The email should be addressed to:

The Country Director
Islamic Relief Kenya
Adams Masjid Building
Adams Arcade, Ngong Road
P.O. Box 417-002032 (KNH)
Nairobi, Kenya

Email Address for submission of Proposals/Quotes: tenders@islamic-relief.or.ke on or before 24th March 2026 at 11:00am

The subject of the email should read: **MEDIA DOCUMENTATION OF THE WASH VOCATIONAL TRAINING AND EDUCATION SUPPORT (WAVES) PROJECT**
REF: IRK/CO/COMS/001/03/2026

13.0 Application

Filled **BID DOCUMENTS** along with the following:

- Cover letter indicating interest with a capability statement detailing consultant/s suitability for the assignment, similar assignments done and CVs of key personnel taking part in the consultancy.
- Technical Proposal: The consultant’s understanding and interpretation of the Terms of Reference (TOR), a detailed methodology on how the media documentation will be done, and a detailed implementation schedule for the documentation exercise.
- Financial proposal: Itemised budget proposal that should include the consultancy fees and operational costs (travel and accommodation).
- Link to at least 3 documentaries and 1 publication done.

Note: Only electronic applications will be accepted. Incomplete applications will not be considered, and only successful candidates will be contacted. Any form of canvassing will lead to automatic disqualification.

SECTION II: QUESTIONNAIRE

It is mandatory that a potential bidder avails the information required in the questionnaire (i.e., section A to F) then sign and stamp same.

A: Organization and Contact Details

Full Name of Organization			
Date of Registration			
Registration Certificate Number			
Street		Road	
Address		Code	
Town			
Email		Telephone No.	
PIN No.			
Other Certificate			
Type of Organization	A Public Limited Company		
	A Limited Company		
	A Limited Liability Partnership		
	Other Partnership		
	Sole Trader		
	Other (Please Specify)		

Name of Owners/Director

No.	Name	ID/Passport No.	Nationality
1.			
2			
3			

DETAILS FOR CONTACT PERSON

Contact details for enquiries about this tender

Name of Staff	
Address	
Post Code	
Town	
Phone	
Mobile	
Email	