



Terms of Reference (TOR)

Media Consultant / Press & Media Liaison

Vi Agroforestry Regional Office – Eastern Africa

Period: April 2026 – December 2026

1. Introduction & Background

Vi Agroforestry is a development organization working across **Kenya, Tanzania, and Uganda**, promoting sustainable agroforestry, climate resilience, food security, and inclusive development. The Regional Office coordinates communication and visibility efforts that support programmes, policy engagement, donor accountability, and organizational positioning in Eastern Africa.

In 2026, Vi Agroforestry seeks to engage a **Media Consultant / Press & Media Liaison** to provide **targeted, cost-effective media support**, focusing on securing quality media exposure at key moments rather than high-volume output. This consultancy is designed as a **time-bound, scaled engagement** reflecting available resources and the organization's evolving priorities.

2. Overall Objective of the Consultancy

The objective of this consultancy is to:

Support Vi Agroforestry's regional visibility by securing strategic media coverage across Kenya, Tanzania, and Uganda, with emphasis on interviews, expert commentary, and selected editorial placements linked to key organizational moments in 2026.

Vi Agroforestry

Postal Address: Vi Agroforestry, P.O Box 2006, 30200, Kitale, Kenya

Visiting Address: Vi Agroforestry Kitale Tel: +254710172825/+254789718418

Phone: 054 30283

Web: www.viagroforestry.org



3. Scope of Work

The consultant will work under the guidance of the **Regional Communications Officer** and in coordination with country teams. The scope is intentionally **focused and limited**, and includes the following:

Media Relations & Outreach

1. Support **balanced media engagement** across Kenya, Tanzania, and Uganda, ensuring equitable regional representation.
2. Maintain and utilize a targeted list of journalists and media houses at national, regional, and (where relevant) international level.
3. Pitch Vi Agroforestry stories, experts, and events to media in a selective and strategic manner.

Interviews & Editorial Support

4. Secure **interviews for Vi Agroforestry spokespersons** (radio, TV, print, or online), linked to:
 - a. major events and conferences including but not limited to on any upcoming national and regional events that complements Vi Agroforestry's work and programme milestones (e.g. ASILIB CC)
 - b. international observance days
5. Support the placement of a **limited number of op-eds, expert commentaries, or feature articles** in relevant outlets.

Press Materials

6. Draft and disseminate **press releases or press notes on an as-needed basis**, subject to approval by the Regional Communications Officer.

Media Monitoring & Reporting

7. Monitor media coverage across the three countries and regional outlets.
8. Produce **brief monthly media summaries** highlighting key coverage and reach.

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Ad-hoc Support

9. Provide **targeted media support for selected priority events**, such as pitching journalists, facilitating interviews, and preparing brief press notes, **without responsibility for full press event planning or coordination**.

4. Method of Work

- The consultant will work closely with the **Regional Communications Officer**, who retains overall responsibility for messaging, approvals, and coordination.
- Media engagement will be **opportunity-driven**, aligned with clear news value and available capacity.
- Regular but light coordination (virtual check-ins) will ensure alignment without heavy reporting burden.
- All outputs must align with Vi Agroforestry's values, brand guidelines, and strategic messaging.

5. Deliverables

Key Deliverables (April–December 2026)

1. **6–9 secured media interviews** for Vi Agroforestry staff across the three countries.
2. **4–6 editorial placements** (op-eds, feature stories, or expert commentary).
3. **Up to 6 press releases or press notes**, issued as needed.
4. **Monthly media monitoring summary** (brief, 1–2 pages).
5. Media support for **selected key moments**, including:
 - a. Agroforestry Symposium
 - b. ASILIB CC milestones
 - c. International days and major conferences where Vi Agroforestry is represented
6. **End-of-contract summary report** capturing:
 - a. media coverage achieved
 - b. regional balance
 - c. lessons learned
 - d. recommendations for future engagement

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6. Consultant Profile & Required Experience

The consultant should have:

- Demonstrated experience in **media relations or journalism** in Eastern Africa.
- A working network of media contacts across **Kenya, Tanzania, and Uganda**.
- Proven ability to secure interviews and editorial coverage.
- Strong writing and editing skills.
- Experience working with development or environmental organizations is an advantage.
- Ability to work independently with minimal supervision.

7. Duration

The consultancy will run from **May 2026 to December 2026**.

Any extension beyond this period will be subject to funding availability and separate agreement.

8. Reporting

The consultant will report to the **Regional Communications Officer, Eastern Africa**, who will oversee and approve all outputs.

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9. Application Procedure

Interested consultants are invited to submit:

- A brief technical proposal
- A financial proposal for the period May–December 2026
- Examples of relevant media work or placements (10 or more samples)

Applications should be sent to the following address on or before **24th April 2026**:

procurement.roea@viagroforestry.org

Subject line:

“Expression of Interest – Media Consultant / Press & Media Liaison (2026)”

Consultant should subscribe to our values and ethics, appreciate gender transformative approach, HRBA and with experience working with stories/ notes/press issues on ECCR/ Agriculture.

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