



**TERMS OF REFERENCE FOR CONSULTANCY SERVICE FOR TTWCA ADVOCACY STRATEGY
DEVELOPMENT**

Project Title: Community Conservancy Policy Support & Implementation Program

Date: 6th April 2021

Task: Development of an Advocacy Strategy for TTWCA

INTRODUCTION AND BACKGROUND

Taita Taveta Wildlife Conservancies Association (TTWCA) is an umbrella body of 33 ranches and conservancies covering about 1m acres of land which form the greater Tsavo Landscape Conservation area in Taita Taveta County. The organization supports the conservancies in holistic and sustainable natural resource management to improve livelihoods through development of livestock enterprises, nature-based enterprises and general environmental conservation. TTWCA also catalyzes and convenes key stakeholders to produce and share evidence that informs policy and practice on the landscape management, governance and well-being of conservancies.

The current land tenure system in the member conservancies is on leasehold implying that the county government consents their renewal by the national government after lease expiry or dividing out the land for settlement schemes and other uses. This does not favor the conservancy concept which TTWCA is determined to establish to achieve a holistic conservation in the rangelands. Additionally, lack of advanced institutional systems in TTWCA ranging from deficiency in policies and strategies, inadequate governance structures, weak administrative capacity, undeveloped financial management systems and lack of structures to advocate for transparency and accountability from partners resulted to the project on *Community Conservancy Policy Support & Implementation Program*.

Building on this project momentum, TTWCA wishes to play a role in driving political commitment, building strong relationships between conservancies and the surrounding communities and also win community support to advance the conservancy setup agenda.

To support this, TTWCA is seeking to engage a consultant, an advocacy specialist to develop an advocacy strategy who will work closely with the Conservancies Coordinator and the project officer and other key persons in the process.

The role of the consultant:

1. To identify advocacy needs:
 - a. To carry out literature review and a mapping exercise on TTWCA and identify advocacy needs including gaps, challenges and opportunities.
 - b. Hold meetings with key staff, board, management, and representatives of member conservancies among others to understand better the needs and capacities that are critical in TTWCA advocacy strategy.
2. Draft an advocacy strategy for the TTWCA based on the identified needs outlining clear goals and objectives, different audiences, tactics. Key activities, deliverables and an implementation plan.
3. Identify the key audience in the advocacy strategy
4. Hold meetings and workshops with TTWCA to validate the draft advocacy strategy.
5. Incorporate feedback from TTWCA and finalize the advocacy strategy.
6. Answer all calls and communications from TTWCA regarding the task.

The role of TTWCA

1. Convene and facilitate meetings related to the task
2. Provide input into the advocacy strategy through documentation and meetings.
3. Review draft advocacy strategy and give feedback to the consultant.

Products

1. TTWCA advocacy strategy and work plan including key performance indicators.

Timeframe

The consultant should be available to start immediately and be able to complete the work by end of May 2021.

Qualifications

1. A degree in environmental conservation, natural resources management, development studies, social sciences or any relevant discipline
2. Experience of at least 10 years in Public Policy/Policy Analysis, Advocacy and Communication.
3. Strong research and analytical skills with the ability to quickly analyze data and information from different sources and produce coherent report
4. Excellent written and oral communication skills with strong demonstrated ability to convey complex ideas clearly
5. Highly organized at both the task and project level
6. Knowledge and experience with other local, national or international conservation organizations is a plus

How to Apply

To express interest in this consultancy, qualified candidates should send your CV, interpretation of the task drawing on their knowledge and previous experience, budget and workplan to the conservancy coordinator on amwanake@ttwakenya.com by close of business on 21th April 2021. Please attach at least one sample advocacy strategy developed before.