



# LUMO COMMUNITY WILDLIFE CONSERVANCY

P. O. BOX 186-80311, NG'AMBWA. TEL. 0740306562

Email:info@lumococonservancy.com

## Terms of Reference

### Consultancy to Build Communication Capacity for LUMO Community Wildlife Conservancy

#### 1. Background

LUMO Conservancy, an acronym for Lualenyi, Mramba, and Oza, is a pioneering community-owned and managed conservancy in Taita Taveta County, Kenya. Established in the late 1990s, LUMO spans 48,000 acres and was formed through the merger of three ranches—Lualenyi, Mramba, and Oza—to create a significant conservation area focused on wildlife-based businesses. The conservancy's approach integrates sustainable tourism, community empowerment, and environmental stewardship, making it a model for conservation efforts that are both effective and community-centric. Recent organizational capacity assessments have identified significant communication gaps within the organization, affecting internal information flow and community relations. To address these issues, LUMO seeks a consultant to carry out a communication training for LUMO staff and board members.

#### 2. Scope of Work

The objective of the consultancy is to sensitize the staff and board of LUMO conservancy on effective communication strategies and develop a communication action plan to guide its communication activities.

The consultant will work closely with the conservancy manager to;

1. Carry out a communication analysis to document progress and identify gaps in implementation of communication activities
2. Carry out a survey and in depth interviews with select staff and conservancy members to identify communication gaps and needs
3. Prepare and Carry out a two day's communication training to increase capacity on effective internal and external communications for LUMO conservancy
4. Following the workshop develop a communication action plan to guide implementation of communication activities in the short term.
5. Develop a guideline for the conservancy to guide and improve its communication culture.

#### 3. Deliverables

- I. Communication Training report
- II. Communication Action plan
- III. Communication guideline



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## 4. Consultant Qualifications

The consultant should possess the following qualifications:

1. A Masters degree in Communications, Public Relations, Journalism, or a related field. Additional training or certification in Organizational Development, Conservation Communication, or Community Engagement is preferred.
2. A minimum of 10 years years of experience in delivering communication skills training, particularly within conservation, non-profit, or community-based organizations.
3. Experience working for conservancies is an advantage
4. Strong facilitation and training skills with the ability to design and deliver interactive, practical training sessions.
5. Proven success in similar projects, provide at least two references of similar experience .

## 5. Duration and Timeline

The consultancy is expected to be completed within 21 days from the start date.

## 6. Reporting

The consultant will report directly to the Conservancy Manager, providing regular updates on progress and any challenges encountered.

## 7. Budget

A detailed budget proposal should be included in the application, covering consultancy fees, materials, and other associated costs.

## 8. Application Process

Interested consultants should submit their proposals, including a detailed work plan, budget, references and CV, to [procurement@lumoconservancy.com](mailto:procurement@lumoconservancy.com) by 13<sup>th</sup> September 2024.