

Statement of Work (SOW)-AfriScout Field Agent Consultant for Wajir North West

Position:	AfriScout Field Agent Consultant
Duration of Contract	3 months (renewable)
Department:	AfriScout
Reports to:	Community Engagement Associate
Operation coverage:	Wajir North West

Organizational Overview:

Global Communities (GC) is an international NGO with deep roots in over 30 countries across the world covering the Americas, Africa, Asia, Europe and the Middle East. In Kenya, AfriScout is one of GC's projects which focuses on revolutionizing herd and rangeland management across Africa.

AfriScout Overview:

AfriScout is an innovative, Base of Pyramid (BOP) social enterprise and a subsidiary of Global Communities (GC). AfriScout is seeking to improve climate-smart management of Africa's drylands and the livestock that rely on them by scaling access and use of the mobile application that provides pastoralists with actionable grazing data. With the support of USAID, Google, and other donors, GC developed grazing maps that fuse traditional livestock herding knowledge and practices with real-time satellite imagery on vegetation and water as well as crowdsourced alerts that are then integrated into an android-based mobile application.

Position: AfriScout Field Agent Consultant-Wajir North

The Field Agent will be a part of a growing global team (US, Kenya Tanzania, Ethiopia) that is enhancing the way pastoralists make migration decisions by providing relevant digital information. Global Communities seeks to recruit individuals who are mission-driven, passionate and experienced in community engagement and mobilization, and is excited about the opportunity to work on a social enterprise project that could have huge impact to not only change his/her rangeland but also some of the most marginalized populations across the African continent. The successful candidates' assignment will involve community training and mobilization, liaison with relevant local institutions, user adoption and retention, monitoring and evaluation amongst others.

Key duties and responsibilities:

The Field Agent will have the following main duties:

1. User acquisition. He/she will work with the CE Associate to increase the uptake of the AfriScout app in the assigned mapped area. The specific duties under this task will include:
 - a. Act as the on-the ground collaborator and implementor for AfriScout.
 - b. Work with the CE Associate to formulate customized strategies/experiments for the assigned mapped area.
 - c. Support the CE Associate in implementing the identified strategies/experiments.
 - d. Provide on-ground training on AfriScout for local leaders and community members.
2. In-person representation of AfriScout. He/she will act as the point person for AfriScout in the assigned mapped area. The specific duties under this task will include:
 - a. Liaise and foster good working relationships with local structures both formal and informal.
 - b. Work with CE Associate to formulate customized relationship management strategies for the assigned mapped area.
 - c. Engage local leaders to facilitate a conducive environment for promoting AfriScout.
 - d. Represent AfriScout in local workshops, fora, community meetings and other relevant events e.g., the County Steering Groups.
 - e. Organize events to build community and boost awareness of AfriScout.
3. User retention. He/she will work hand in hand with the CE Associate to increase the frequency and quality of use of the AfriScout app within the assigned mapped area. The specific duties under this task will include:
 - a. Contribute towards customizing in-app notifications for the assigned mapped area depending on the on-going activities, seasons, user needs etc.
 - b. Work with the CE Associate to formulate effective SMS campaigns that will attract users to the app.
 - c. Support in creating and translating SMS messages that will be sent to the users in their mapped area.
 - d. Follow up with lapsed users either through phone calls or in-person meetings.
 - e. Report and troubleshoot any bugs or technical issues related to the AfriScout.
 - f. Respond to user queries/feedback in a timely manner.
4. Manage alerts. He/she will encourage user interaction in the app through frequent posting of genuine alerts. The specific duties under this task will include:
 - a. Post genuine, relevant and comprehensive alerts on the app based on events happening in assigned mapped area.
 - b. Screen, edit and approve alerts posted by other users in the assigned mapped area.
 - c. Review, comment on and like alerts posted by other users.



- d. Report posted alerts to relevant internal and external personnel for their action e.g., department of veterinary services.

5. Other duties as assigned.

Required Qualifications:

- a) The candidate should preferably reside in Wajir County, preferably Wajir North.
- b) He/she should have strong ties with the local leadership and an understanding of the local culture and norms.
- c) He/she should have basic education with at least a secondary school certificate OR at least 4 years of experience in community engagement.
- d) He/she should be literate and conversant in both speaking and writing English; as well as communicating in Somali and Swahili languages.
- e) He/she should be computer and/or smartphone savvy/literate, capable of quickly learning to use the AfriScout app and transferring that skill to the communities.
- f) He/she should also be conversant with or able to quickly learn about monitoring and data collection using mobile devices.

Location:

The consultant will be based in Wajir town with frequent travel within Wajir North West and/or as advised by the supervisor.

How to apply

Interested candidates are required to complete Annex A form attached to this SOW and share the following mandatory documents as attachments:

- a) Copy of highest level of education certificate attained.
- b) Copy of identity documents e.g. National ID or Passport.
- c) Copy of CV
- d) A copy of KRA PIN.

Applications should be submitted via email: procurementke@globalcommunities.org with a reference number: GC/AFAC/001/2024 as the subject. The deadline of sending applications is Tuesday April 30, 2024.

Annex A –AfriScout Field Agent Consultant for Wajir Northwest- Application Form

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