



**THE MICRO AND SMALL ENTERPRISES AUTHORITY**

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**KENYA JOBS AND ECONOMIC TRANSFORMATION PROJECT (KJET)**

**(P179381)**

**ENHANCING MSME CLUSTER COMPETITIVENESS TECHNICAL SUPPORT**

**TERMS OF REFERENCE**

**RECRUITMENT OF A TECHNICAL LEAD**

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**MAY 2026**

## 1. INTRODUCTION

The Government's Bottom-up Economic Transformation Agenda has placed significant focus on the MSME sector by prioritizing financial inclusion for MSMEs, value chain approach to MSME products as well as sustainable job creation through the sector. In this endeavor, the Government is channeling its efforts to addressing the challenges related to low levels of firm growth, weak productivity, and eroding competitiveness in Kenya reflect various market failures, notably regulatory barriers to entry and growth and diversification of productive firms, lack of market access, and low firm capabilities.

The Kenya Jobs and Economic Transformation (KJET) Project is a World Bank funded project that aims to complement and strengthen these efforts via a whole-of-government approach to coordinate efforts across the multiple government bodies that collaborate to drive the private sector and MSME cluster agenda in Kenya.

KJET interventions are also leveraging the World Bank's diagnostics and analytics in areas of competitive clusters and jobs and economic transformation in addition to the Government of Kenya relevant key policy documents. These interventions are designed to meet the project's development objective by enhancing the market access and productivity of MSMEs as intermediate outcomes.

MSEA's Project Implementation Team (PIT) will be responsible for implementation of Component 2 of the KJET Project on Enhancing MSME Cluster Competitiveness. This component will target market failures that constrain linkages between MSMEs and downstream buyers and MSME firm capabilities. It will support capacity-building on MSME-centric cluster development as well as business development services and co-investment in machinery and equipment for organized local clusters of MSMEs. These activities will enhance the market access, linkages, and capabilities of MSMEs, in turn contributing to higher revenue, productivity, and job generation.

These Terms of Reference are for the recruitment of a Technical Lead for the Enhancing MSME Cluster Competitiveness Technical Support Team.

## **2. OBJECTIVES OF THE ASSIGNMENT**

The objective of this assignment is to provide **technical leadership, coordination, and oversight** for the effective implementation of KJET project activities under component 2 being implemented by MSEA relating to building the capacities of MSME Clusters and ensuring alignment with:

- Project Development Objectives (PDOs)
- World Bank Procurement and operational requirements
- Quality standards for MSME cluster development interventions
- Results-based performance and reporting

## **3. SCOPE OF WORK**

The Technical Lead shall undertake, but not be limited to, the following responsibilities:

### **A. Technical Oversight and Coordination**

- Provide strategic and technical leadership for KJET implementation activities
- Ensure alignment of all interventions with project objectives and design
- Coordinate technical inputs across components and stakeholders
- Review and validate technical outputs from consultants and service providers

### **B. Program Implementation Support**

- Support planning and execution of Component 2 activities (MSME cluster development and BDS delivery)
- Ensure quality assurance of BDS delivery, diagnostics, and growth plans
- Guide implementation of co-investment and value chain interventions
- Monitor adherence to timelines, outputs, and deliverables

### **C. Procurement and Contract Management Support**

- Provide technical input into procurement processes (TORs, specifications, evaluation criteria)
- Support evaluation of proposals and contract negotiations (as needed)
- Monitor consultant performance against contractual obligations

### **D. Monitoring, Evaluation and Reporting**

- Support development and tracking of key performance indicators (KPIs)
- Ensure proper documentation of project activities and results
- Review periodic reports from consultants and contractors
- Prepare technical progress reports for MSEA and the World Bank

## **E. Stakeholder Engagement**

- Liaise with relevant government agencies, private sector actors, and development partners
- Support coordination with County Governments and MSME clusters
- Facilitate knowledge sharing and technical learning

## **F. Risk Management and Compliance**

- Identify technical, operational, and implementation risks
- Propose mitigation measures and corrective actions
- Ensure compliance with World Bank Environmental and Social Framework (ESF), including ESHS requirements; and

Perform any other duties as may be assigned by the CEO of MSEA from time to time

## **4. DELIVERABLES**

The Technical Lead shall deliver the following:

1. Inception Report (within 2 weeks of commencement)
2. Quarterly Technical Progress Reports
3. Technical Review Reports (for BDS, cluster diagnostics, and growth plans)
4. Procurement Technical Inputs (TORs, evaluation reports, etc.)
5. Risk Assessment and Mitigation Reports
6. Final Assignment Report

Apart from the Inception report, the Technical Lead shall be expected to perform the above-mentioned tasks on an ongoing basis during the term of his/her assignment, to the satisfaction of the CEO and within the guidelines set out herein.

## **5. DURATION OF THE ASSIGNMENT**

The assignment will be for a period of **12 months**, renewable based on performance and project needs.

## **6. REPORTING ARRANGEMENTS**

The Technical Lead will report to:

**Director General/CEO – Micro and Small Enterprises Authority (MSEA)**

The consultant will work closely with:

- Project Implementation Team (PIT)

- World Bank Task Team (as required)
- Relevant stakeholders

## **7. PROFILE OF THE TECHNICAL LEAD**

### **A. Education**

- A minimum of a bachelor's degree in project management, Business Administration, ICT or any relevant field. Relevant professional qualifications will be an added advantage.

### **B. Experience, skills and competencies**

- A minimum of 5 years of relevant experience in Project management;
- Demonstrated experience utilizing diverse, proactive strategies to competitively position his/her organization for new funding and productive institutional relationships;
- Demonstrated experience in stakeholder management both in the public sector as well as the Development Sector/Donor-funded initiatives;
- Demonstrated knowledge of and experience with management of World Bank funded projects/programs is required.
- Proven experience in technical management of projects or initiatives;
- Demonstrated knowledge in proposal writing for various donors locally and internationally;
- Demonstrated experience managing teams and processes, leading teams to produce deliverables under tight deadlines and at exceptional quality;
- Excellent analytical, report writing skills and must be computer literate.
- Capacity to work under pressure and meet tight schedules under minimum supervision.
- Excellent communication and interpersonal skills and able to lead and work in a team.

## **8. SELECTION METHOD**

The Technical Lead will be selected in accordance with the **World Bank Procurement Regulations for IPF Borrowers (July 2016, revised November 2020)** using:

### **Competitive Individual Consultant Selection (ICS) method**

Selection will be based on:

- Relevant qualifications and experience
- Technical competence
- Experience in similar assignments

## **9. PERFORMANCE CRITERIA**

Performance will be assessed based on:

- Quality and timeliness of deliverables
- Effectiveness in coordination and technical oversight
- Contribution to achieving project outcomes
- Compliance with WB and MSEA requirements

## **10. CONFIDENTIALITY AND ETHICS**

The consultant shall:

- Maintain confidentiality of all project information
- Adhere to World Bank **Anti-Corruption Guidelines**
- Avoid conflict of interest in all assignments

## **11. FACILITIES TO BE PROVIDED BY THE CLIENT**

MSEA shall provide:

- Access to project documents and data
- Office space (if required)
- Coordination support from the Project Implementation Team

## **12. APPLICATION REQUIREMENTS**

Interested candidates shall submit:

- Curriculum Vitae (CV)
- Cover letter demonstrating suitability
- Copies of academic and professional certificates
- At least three referees