#### Water Sector Trust Fund Logo

Water Sector Trust Fund

Up-scaling Basic Sanitation for the Urban Poor (UBSUP)

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| **Terms of Reference****for****Social Animators** **(Sanitation Marketers)** |

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# The Water Sector Trust Fund and the UBSUP Programme

The Water Sector Trust Fund (WSTF), being a pro-poor funding agency and a key player in the Kenyan water and sanitation sector, has received funding from the Bill and Melinda Gates Foundation (BMGF) and the German Development Bank (KfW) for implementing the “Up-Scaling of Basic Sanitation for the Urban Poor (UBSUP)” programme in Kenya’s low income urban areas.

The programme, which aims to improve the access of the urban poor to basic sanitation and safe water, focuses on urban sanitation hotspots with a targeted beneficiary base of 800,000.

An important component of the overall UBSUP programme is the social marketing programme which focuses on the social marketing of improved toilets and improved sludge management in the targeted urban low income areas. Although social marketing will focus on the sale of improved toilets, attention will be given to the various elements of the entire sanitation value chain, including the marketing of the services provided by manual emptiers and decentralised treatment facilities.

The WSTF is, therefore, facilitating the recruitment of the sanitation social marketers - Social Animators - from within the areas of jurisdiction (service areas) of the WSPs.

# Context of the Task

The Sanitation Marketers will become members of Project Task Teams. These task teams are composed of major project stakeholders; the WSP, the WSTF County Resident Monitors, the Public Health Officer, relevant area-based organisations, the Area Chief, local residents, opinion leaders, etc.

Sanitation Marketers will play a crucial role in the successful implementation of the following activities:

* Awareness creation with regard to the UBSUP programme itself and with respect to the importance of sanitation-related hygiene practices (e.g. hygiene education focusing on hand washing).
* Social marketing of improved toilets and related sanitation services (e.g. emptying and treatment).

Sanitation Marketers will work at the level of the town or the WSP when it comes to awareness creation. Social marketing activities will mainly focus on the area (“slum”), plot (where several tenant families are living together) and household level.

The Sanitation Marketers, therefore, are expected to make a major contribution to the key objectives of the UBSUP programme; better health through the improvement of hygiene practices and the increase of access to better toilets and sanitation services (including toilet maintenance, emptying as well as the transport and treatment of sludge) of a higher and more sustainable level.

The Sanitation Marketers are expected to create and increase the demand for the UBSUP products and services as well as to contribute to an increased **k**nowledge, a more positive **a**ttitude and better **p**ractices (KAP) with regard to sanitation-related health and hygiene.

# Scope of Work

The candidate will serve as Sanitation Marketer by supporting the development of an evidence-based sanitation marketing and communication program and will report to the management of the WSP. The Sanitation Marketers will also work closely together with the County Resident Monitor of the WSTF.

The Sanitation Marketers will spend most of his/her time in the low income areas promoting improved sanitation (e.g. organising public meetings at area level and carrying out plot and household visits).

Specific duties and responsibilities for the position are:

## Household/plot level sanitation marketing

1. Inform residents on the available technologies - both in terms of toilets and treatment - and technology promotion through plot- and household-level social marketing and demonstrations.
2. Advise the households and plots on the appropriate location and type of the new toilets based on various factors.
3. Collect and transfer all toilet registrations and customer feedback.
4. Explain, after construction/assembly, the operation and maintenance of the toilet using the SafiSan toilet manual.
5. Explain the need hand washing after using the toilet using the SafiSan laminated use & hand washing poster.
6. Responsible for taking the GPS readings and pictures of the new facilities and hand over the information to the WSP and WSTF.
7. Ensure all work is carried out as per the households and plots needs.
8. Conduct follow up meetings at the household and plot level.

## Raising awareness

1. Provide information on the SafiSan/UBSUP programme.
2. Educate people about key aspects of hygiene in a culturally appropriate manner and arrange and deliver hygiene promotion sessions to targeted communities.
3. Implement hygiene promotion initiatives appropriate to the context ensuring the technical and social aspects of sanitation programming are integrated.
4. Take part in local campaigns to raise awareness about health risks resulting from poor hygienic practices.

## Forging relationships

1. Facilitate the formation of sanitation committees in target area, training them on hygiene practices and create awareness on sanitation;
2. Mobilize, motivate and encourage potential leaders to talk to their fellow households and plots members about good hygiene practices.

## Assessing risks

1. Identify and assess public hygiene risks and needs.
2. Conduct participatory monitoring of sanitation facilities usage and maintenance at the households and plots level.
3. Report areas of concern to the WSP and the WSTF County Resident Monitors.

## Networking

1. Collaborate with a number of other agencies, including local authorities and community groups and other stakeholders working in the area during the implementation of the sanitation programme.
2. Organize workshops with partners and stakeholders to review progress and identify key insights on which to focus sanitation strategy.

## Innovations & reporting

1. Develop, together with the other members of the Project Task team and the WSTF, programme-related innovations (e.g. social marketing techniques, improvements on the toilets).
2. Provide monthly reports to the WSP on sanitation issues and program progress against work plan and program activities (targets & milestones).
3. Document and share lessons learnt with the other members of the Project Task Team.
4. Perform other tasks as may be required.

# Main roles and responsibilities of Sanitation Marketers

The main roles & responsibilities of the Sanitation Marketers are the following:

1. Community mobilisation and awareness creation regarding sanitation.
2. Organising and holding public meetings (barazas) and baraza shows.
3. Involving opinion leaders in the SafiSan project & SafiSan toilet promotion.
4. Organising and implementing SafiSan Mini Fairs.
5. Organising and holding household & plot-level social marketing sessions.
6. Collecting data and data transfer to the Water Service provider (WSP).
7. Assisting in the Identifying the most appropriate type of toilet.
8. Assisting in toilet site identification.
9. Determining the number of required toilet units.
10. Monitoring construction of SafiSan toilets and providing advice to Local Artisans & customers (e.g. landlords).
11. Training toilets users on toilet use, cleaning and maintenance.
12. Post-construction monitoring of SafiSan toilets to ensure sustainable use.
13. Hand-washing awareness & education.
14. Implementing hand-washing programme at schools.
15. Promote the hygienic management of sludge (collection, transport & disposal).

This list clearly shows that a SafiSan project consists of much more than simply the marketing and sale of improved toilets. If we consider the various activities mentioned the contribution made by the Sanitation Marketers can be differentiated as follows:

* Identification & assessment (town and WSP level).
* Awareness creation (community level).
* Sensitisation (community level).
* Training (Sanitation Marketers, DTF Operators, Sludge Managers).
* Advice and assisting in choice making (plot level).

The Social Animators are part of a team: the Project Task Team. In order to carry out these very important tasks, the Sanitation Marketer(s) need to work closely together with the entire Project Task Team.

# Qualifications/Job Requirements

## Qualifications and experience

* Minimum of 2 years of relevant experience in commercial or social marketing.
* Certificate in marketing, business administration or related field from a reputable institution will be an added advantage.
* Familiarity with various sanitation technologies and demonstrated work experience in implementing hygiene promotion/hygiene education programs.
* Excellent communication skills, including the ability to explain and present technical information.
* Experience in capacity building and training of staff/community.
* Experience in capacity building and training of community.
* At least diploma with health related educational background.
* Experience in hygiene promotion or providing hygiene education.
* Substantial previous experience, with a satisfactory performance in marketing
* Understanding of advocacy, beneficiary selection, land and shelter issues.
* Must be able to prioritize and have excellent multitasking, documentation and reporting skills.
* Excellent working knowledge in Microsoft Office.
* Ability to remain focused under pressure with a commitment to work hard and for long hours.
* Familiar with Urban CLT and PHAST approaches.
* Ability to demonstrate basic skills of households and plots engagement and mobilization into practice.
* Ability to effectively liaise with local government, households, plots and community leaders and other stakeholders and conduct hygiene promotion for households and plots owners.

## Personal qualities

* Flexible and creative, and it helps if you have a sense of humor.
* Goal oriented and visionary.
* Accountability & responsiveness within areas of responsibilities.
* Gender sensitive.
* Ability to understand the political, religious and cultural contexts of the households and plots and use this culture as an input for awareness and mobilization activities as well as for social marketing at household and plot level.
* Ability and willingness to travel to the field.

## Skills

* Excellent working knowledge in Microsoft Office, especially MS-Excel.

## Language(s)

* Excellent communication skills, both written and spoken in English and Swahili; knowledge of local languages is an added advantage.

# The WSP Sanitation Marketers Team Leader

One of the Sanitation Marketers is appointed as the Team Leader of the Water Service Provider (WSP) Sanitation Marketing Team. His or her (additional) responsibilities are:

* Ensuring proper coordination of the promotion and Sale of the SafiSan toilets in the assigned areas.
* Coordinating the inputs/support provided by the Sanitation Marketers.
* Being the interface between the WSP and the Sanitation Marketers on the one hand and the WSTF-Social Field Monitor on the other.

# Sanitation Marketers: Tools and Hardware

All the tools and other soft-and hardware the Sanitation Marketers is provided with, are to be used to facilitate the promotion and sale of the SafiSan toilet.

Each **Sanitation Marketing Team** has received the following equipment from the WSTF through the WSP

* Branded bag.
* Scale model of a SafiSan toilet.
* Sanitation Marketers Handbook.
* Data collection sheets.
* Posters, brochures and flyers.
* T-shirt.
* Branded baseball caps.
* Stationery, clipboards, pens, etc.
* One (1) flipchart stand and sufficient A1 paper.
* Markers, pins, paper cards, etc.
* Digital camera fitted with GPS for each team leader.

# Sanitation Marketers: Monthly Progress Reports

The Sanitation Marketers will have to prepare short Monthly Progress Reports which will be given to the management of the Water Service Provider (WSP) and to the Water Sector Trust Fund (WSTF) through the County Resident Monitor. The Sanitation will be asked to report using a reporting format/template prepared by the Water sector Trust Fund (WSTF).

In addition to written text (on progress, problems faced, etc.), the Social Animators are asked to include in their monthly report pictures which show the progress made.

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