



## Terms of Reference

### Consultancy on Infographics Development

#### **About the National Taxpayers Association:**

National Taxpayers Association (NTA) is an independent, non-partisan organization focused on promoting good governance in Kenya. Since 2006, NTA has been implementing programmes focused on enhancing public accountability through monitoring the quality of public service delivery and the management of both the national government and devolved funds. It has achieved this through the development of social accountability tools Citizen Report Cards (CRCs), civic awareness, citizen capacity-building, and partnerships with government agencies, service providers, the private sector, civil society, and community action groups.

#### **Project Background:**

NTA in partnership with Oxfam in Kenya is implementing a project dubbed “*Democracy, Climate Justice and Public Education for all*”. The overall impact objective of the project is to ensure “Women, young people, and communities of Kenya live in a more equal, just, peaceful and sustainable country that leaves no one behind and provides a resilient, sustainable future through just economies, gender and climate justice.” The project seeks to strengthen democracy and fiscal justice, including increased oversight and public spending on social services such as education, health, and water and sanitation through coordinated evidence-based advocacy by civil society, women, and young people.

#### **Consultancy Objective:**

The primary objective of this consultancy is to conduct an online engagement on pro-poor revenue raising measures and government spending through the development of IEC materials. The specific objective of the consultancy is to develop infographics and cartoons for use in increasing public awareness on revenue raising and spending measures by the government. The cartoons and infographics to be designed should be of high quality, visually appealing, readable, simplify information, easy to understand, relatable, and clearly communicate the intended message. To meet this objective, the designer will work closely with our team to ensure that the infographics align with our branding guidelines and meet the needs of our target audience. NTA is dedicated to enhancing the effectiveness and impact of our initiatives through comprehensive and well-structured reporting. Infographics are therefore essential tools for communicating project outcomes, research findings, and strategic insights to stakeholders, including funders, partners, and the general public. In order to ensure that our social media infographic materials are of the highest quality, we seek the services of a professional cartoon developer to design and conduct infographics social media postings.

#### **Scope of Work:**

The consultant will be responsible for the following tasks:

- a) Design and layout, develop a consistent and professional design for the cartoons and infographics.
- b) The output should effectively communicate the message to the intended users in a manner that is easy to understand and interpret.

- c) Create visually appealing cartoons that enhance citizen-friendly readability and better enhance civic engagement and advocacy by users.
- d) Incorporate graphics, charts, and infographics to effectively present data and information.
- e) Work with the NTA team to incorporate feedback and make necessary revisions to the designs.

**NTA will provide all the data and the necessary technical support to facilitate your delivery.**

**Deliverables:**

The consultant is expected to deliver completed design works incorporating graphics, charts, and infographics for the cartoons, and submit all the artwork. The infographics will be upload on the NTA's website and digital platforms.

**Remuneration/Consultancy Fees:**

The consultancy fees will be agreed upon based on the best value for money. The fees will be inclusive of all applicable taxes and statutory deductions.

**Bid Requirements:** Interested consultants should submit an Expression of Interest that includes;

- a) ***Suitability Statement:*** Commitment to availability for the entire duration of the assignment and unique skills to support your deliverability.
- b) **Financial Proposal:** A financial statement itemizing your rates for the entire assignment.
- c) **Portfolio:** Samples of previous work relevant to report designing
- d) **Updated Curriculum Vitae:** Qualifications and experience of the consultant(s).
- e) **References:** Contacts of three organizations that have recently contracted the consultant(s) for similar tasks.

**Application Process:**

The consultant (s) is expected to submit their bid by 8th October, 2024 at 4:00 pm to jobs@nta.or.ke