



TERMS OF REFERENCE

1. Consultancy Details

Tax Payer Month Campaign

Contract Period: 1 week

Reports to: NTA's Programmes Officer

2. About NTA

The National Taxpayers Association (NTA) is an independent, non-partisan organization that promotes good governance in Kenya through citizen empowerment, enhancing public service delivery, and partnership building. Since 2006 NTA has implemented programs focused on building citizen demand and strengthening government service delivery performance to improve accountability through monitoring the quality of public services and managing devolved funds. NTA envisions a taxpayer-responsive government delivering quality services to all. Its mission is to undertake taxpayer-transforming research & capacity building through partnerships to influence government policy & strategy.

3. About the Project: Tobacco Tax Advocacy in Africa

The project aims to attain the following objectives:

- *Affordability of tobacco reduced in Kenya;*
- *Broader tax and economic justice community in Kenya supportive of tobacco taxation; and*
- *To reduce tobacco industry's influence in the development and implementation of tobacco tax policies.*

4. Purpose of Consultancy

Tobacco control advocacy stakeholders have made significant efforts to convey tobacco control messages to the government, policy makers and general public. However, there is need to share more informative messages with regard to; the connection between tobacco tax reforms and social justice; tobacco risk factor amongst Non-Communicable Diseases (NCDs), women's rights and environmental justice; evidence of well-administered tobacco tax and the desired result of reducing consumption; tobacco's crippling health consequences, and not producing the economic outcomes often portrayed by the tobacco industry and the evidence that significantly increasing tobacco excise taxes and prices as the single most effective and cost effective measure for reducing tobacco use to the general public and stakeholders.

The consultant is therefore expected to develop content that encompasses the above messages and disseminate it within the period of October 23rd to October 27th through online and print media publications, television show. This is expected to reach out to the general public and policy makers on the negative impact of both traditional tobacco and novel tobacco products.

5. Tasks

The consultant would co create the content to be used in the campaign. Specifically, the tasks to be undertaken include;

- i. To develop and publish an article, infographic and cartoon based on the thematic areas of interest

- as indicated in 3 and 4 above;
- ii. To develop and publish online articles based on the thematic areas of interest as indicated in 3 and 4 above;
 - iii. To develop and publish social media posts;
 - iv. Television show.; and
 - v. Share with NTA the link (or hard copy) of the published article or and radio and TV show.

6. Duration of the Contract

The consultancy is expected to take one week from when the contract is signed.

7. Remuneration/Consultancy Fees

The consultancy fees shall be agreed upon with the consultant based on the best value for money. The consultancy fees shall be inclusive of statutory tax deductions.

8. Bid Requirements

Interested consultants should submit an Expression of Interest which should include the following:

- i. Suitability statement that expresses commitment to availability for the entire period of the assignment;
- ii. A brief statement on the proposed methodology, including a detailed work plan;
- iii. An updated curriculum vitae of the consultant(s) spelling out the relevant qualifications and experience;
- iv. Evidence of previous work (In soft copy/Link) e.g. articles, videos, radio or TV shows; and
- v. Contacts of organizations or references that have recently worked with the consultant.

9. Application Process

Expression of Interest that clearly articulates the consultant(s) understanding of the terms of reference, methodology for executing the work, including critical deliverables and tentative budget, should clearly indicate "Expression of Interest for Tax Payer Month Campaign" This should be submitted to admin@nta.or.ke on or before 19th October 2023, 1600 hours.