



Terms of Reference (TOR): Consultancy to develop Information, Education, and Communication (IEC) Materials.

About NTA.

The National Taxpayers Association (NTA) is an independent, non-partisan organization focused on promoting good governance in Kenya through citizen empowerment, enhancing public service delivery, and partnership building. NTA does this through monitoring the management of public resources, provision of public services as well as partnership building and capacity development of the partners.

The objectives of the NTA are:

- To enhance accountability that taxpayer's money is used to deliver quality services, such as health, education, agriculture, roads, water, etc., for all Kenyans;
- To contribute to transparent and citizen-responsive management of taxpayers' money in devolved funds, such as County Government Funds, Constituency Bursary Funds, Constituency Development Funds, and Free Primary Education Funds.
- To sensitize citizens on their rights and responsibilities as taxpayers.

NTA is committed to working with both the National and County governments to improve service delivery and the management of devolved funds.

Background Information

The *Hatua ya Wananchi project*, led by NTA, is a transformative initiative designed to empower citizens and communities to shape governance, policy, and public finance management actively. At its core, the project seeks to foster inclusive governance by amplifying citizen voices, driving transparency, and demanding accountability in public systems.

Being implemented in Nandi County, *Hatua ya Wananchi* aims to build a culture of active citizenry where individuals and communities can meaningfully participate in decision-making processes, influence policy reforms, and champion equitable resource allocation. Through promoting robust public finance systems, the initiative ensures access to critical services such as healthcare, education, and water while holding duty bearers accountable for delivering on their mandates.

This project is a social and economic justice catalyst, fostering a governance ecosystem where transparency, inclusivity, and fairness become the norm.

Purpose of the Consultancy

The purpose of this consultancy is to develop tailored Information, Education, and Communication (IEC) materials specifically focused on local-level governance and public participation, with an emphasis on the Nandi Equitable Development Act. These materials will aim to enhance public awareness and understanding of governance structures, policy frameworks, and public finance management processes at the grassroots level.

Scope of Work

- Designing IEC material such as posters, and other print materials.
- Incorporating illustrations and cartoons to make the content engaging and accessible to the target audience.
- Revising and refining the designs based on feedback from project stakeholders.

Deliverables

- Final designs of IEC material including posters, etc.
- Source files and copyrights for all designs.

Duration of the Contract

The consultancy is expected to take **5 days** from the date the contract is signed.

Remuneration/Consultancy Fees

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

Qualifications:

The consultant should possess the following qualifications:

- Demonstrated experience in graphic design, particularly in the development of IEC material for development projects.
- Proficiency in using design software such as Adobe Creative Suite (Illustrator, Photoshop, InDesign).
- Strong understanding of communication principles and the ability to translate complex information into visually appealing designs.
- Experience working on projects related to accountability, transparency, or social development is preferred.

Reporting

The consultant shall report to the Project Officer.

Bid Requirements

Interested consultants are invited to submit their proposals including:

- A brief overview of relevant experience and qualifications.
- *Samples of previous work demonstrating proficiency in graphic design and development of IEC material.*
- Proposed approach and methodology for the consultancy.
- Detailed budget.
- Contact information for reference checks.

Application Process

Interested vendors are invited to submit their proposals to jobs@nta.or.ke on or before **26th March 2025, 1700 EAT.**

Women, youth, and persons with disabilities (PWDs) are strongly encouraged to apply.

Safeguarding Policy

NTA Staff are strictly prohibited from engaging in any form of corruption or sexual activity involving individuals under the age of 18. Should you observe any behavior from NTA representatives that raises concern, we urge you to promptly report it to us. You can do so via email at admin@nta.or.ke, by calling [+254701946557](tel:+254701946557), or by contacting Christian Aid at their toll-free number [800721141](tel:800721141).

Your decision to report concerns or complaints will not in any way impact your eligibility to receive assistance from NTA and our partners. Rest assured, all complaints will be treated with the utmost seriousness and thoroughly investigated. Any staff members found to have violated our code of conduct will face appropriate disciplinary measures. Furthermore, if any laws have been infringed, we will not hesitate to involve the local authorities.