



Terms of Reference: Consultancy for the Development of a Documentary.

About the National Taxpayers Association:

The National Taxpayers Association (NTA) is an independent, non-partisan organization that promotes good governance in Kenya. Since 2006, NTA has been implementing programs 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.

Background of the Consultancy:

NTA is implementing a project entitled *Strengthening Progressive DRM and Accountability Stakeholders to Improve the Social Contract in Africa* with support from OXFAM in Kenya. The purpose of the project is to strengthen the demand side for progressive Domestic Resource Mobilization (DRM) by supporting the civil society coalitions and journalists to play a stronger role as accountability stakeholders around DRM. Thus, the project aims to contribute to strengthening the social contract between the state and citizens on taxation and the need for progressive taxation. Part of the project's objectives is to enhance space and capacity for accountability stakeholders to engage in tax and revenue matters.

In this realization, the project seeks to contribute to strengthening civil society organizations and networks as well as investigative journalists on fiscal justice. To promote effective accountability among DRM stakeholders, the project will broadly focus on taxation, public spending, and accountability issues. Specifically, this activity seeks to strengthen and sustain collaboration between citizens and state actors by promoting effective citizen participation in holding public institutions accountable. This will be made possible by strengthening the voice of the citizens to push for transparency and accountability of domestic resource mobilization and service delivery, hence establishing a stronger link between taxes/revenues and service delivery. We believe that this will build the taxpayer's confidence and morale in taxation and tackling corruption.

General Scope of the Consultancy:

The purpose of this consultancy is to develop a documentary to take into account the potential of pro-poor domestic resource mobilization by leveraging on the Illicit Financial Flows (IFFs) to enhance citizen access to information that will strengthen the discourse about social contract and advocacy for inclusive, fair and progressive taxation. The consultant will, therefore, be responsible for producing video footage on the potential of pro-poor DRM and IFFs control.

Specifications Objectives of the Consultancy:

This consultancy has the following objectives:

- To produce raw footage in 4k image resolution, capturing the thematic areas

- To perform appropriate video filming and shoot interviews with selected authorities and stakeholders.
- To capture necessary video footage of different project activities (showing interventions done in the project public)
- To include within the video voice-overs, still photos (showing interventions done in the project communities), and subtitles.
- To provide video and photo albums of the project activities.
- The completed videos are to be approved and completed within the prescribed time frame.
- The video should be delivered in 4k quality resolution
- The documentary scripts and filming planning shall be reviewed and guided by NTA

Output and Deliverables:

The consultant shall deliver the following:

- Documentary raw footage specifications/script developed;
- Video filming and interviews with selected stakeholders and interviewees;
- High-resolution YouTube-compatible video documentary with subtitles, voice-overs, and still photos showcasing the outcomes of the initial respondent interventions voice-overs, Raw footage videos, and final photo album of the project activities;
- All deliverables are to be appropriately backed up and well documented in transcending storejet hard disk;
- A report containing input from the stakeholders' responses, views, opinions, and proposals and feedback from NTA; and
- High-quality project photos from the meetings conducted, which demonstrate the key activities.

Duration of the Consultancy

The consultant shall perform his/her duties before the field activities, during the field activities, and thereafter submit the final video documentary/video clips and photo album within 7 days after the field completion of the field activities. Most of the field activities will involve interviewing high-level actors and other stakeholders in taxation and DRM.

Key responsibilities:

- Adhere to ethical practice in journalism and uphold the principles of accuracy, accountability, and fairness;
- Write and edit high-quality investigative stories and reports;
- Conduct in-depth research and analysis to uncover hidden truths
- Development of video documentaries;
- Interviewing high-level government officials and other stakeholders;

Required Qualifications:

- Bachelor's degree or other satisfactory qualification in journalism, communication, or public relations from an institution of higher learning recognized in Kenya;
- Must have at least three years working in the media/journalism industry;
- At least five years of experience in investigative journalism in Kenya

- Must have a minimum of 3 years experience in video production and/or news reporting
- Proven ability to engage and interview high-level stakeholders
- Proven track record of impactful investigative stories
- In-depth research and analytical skills, ability to uncover hidden truths, and ability to write and edit stories
- Must have a team member who is fluent in written and spoken English and Kiswahili language;
- Must have valid working licenses
- Proof of membership to professional bodies in media/journalism
- Proficiency in digital journalism tools and multimedia storytelling;
- Strong ethical standards and commitment to the code of conduct in journalism

Desired Experience of the Consultant:

- At Least five years of experience working on similar projects
- Demonstrated experience working in the civil society, government, and corporate set-ups
- In-depth knowledge and experience of working in investigative journalism
- Evidence of completing development/project video documentaries will be required. Attach samples of previous investigative work
- Proven track record of impactful investigative stories

Application Requirements:

- Submit a technical proposal detailing the understanding of the assignment, proposed methodologies, expected activities, and deliverables with a work plan;
- Submit a financial proposal in KES detailing the professional fees and other necessary costs to complete the assignment;
- Provide a detailed CV; and
- Attach references and samples of previous work.

How to Apply:

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If interested, please email your application with the subject: **Consultancy to develop a Documentary**. The application should include a cover letter and technical proposal which should include your understanding of the consultancy and the proposed methodology/approach, and detailed financial proposal. Also attach an updated Curriculum Vitae, and references all as one document in pdf to: jobs@nta.or.ke on or before Thursday, 3rd April, 2025 at 5:00 pm EAT.