



TERMS OF REFERENCE FOR THE MODERATOR 4TH TOBACCO TAXATION CONFERENCE 2026

Theme: ***“Tobacco Taxation as a Tool for Sustainable Health Financing”***

1. Background

The National Taxpayers Association (NTA) is a non-partisan organization committed to promoting accountable governance, equitable taxation, prudent public expenditure, and meaningful citizen participation in public policy processes. As part of its tax justice and public finance agenda, NTA promotes evidence-based fiscal policies that contribute to improved public health, sustainable domestic resource mobilization, and equitable development.

Over the past three years, NTA has convened Tobacco Taxation Conferences that have brought together policymakers, tax administrators, public health practitioners, researchers, civil society organizations, academia, youth representatives, and development partners. These engagements have provided an important platform for evidence sharing, policy dialogue, and stakeholder engagement on tobacco taxation and its contribution to public health and economic development.

Building on this momentum, NTA will convene the **4th Tobacco Taxation Conference 2026** under the theme:

“Tobacco Taxation as a Tool for Sustainable Health Financing.”

The conference will provide a platform to examine the current status and impact of tobacco taxation policies in Kenya, explore the relationship between tobacco taxation and sustainable health financing, discuss emerging nicotine and tobacco products, and identify practical strategies for strengthening tobacco tax policy and administration.

To ensure a well-coordinated, engaging, inclusive, and productive conference, NTA seeks the services of an experienced **Moderator** to guide the proceedings, facilitate expert discussions, manage audience participation, and support the achievement of the conference objectives.

2. Purpose of the Assignment

The purpose of this assignment is to engage a competent Moderator to facilitate the 4th Tobacco Taxation Conference 2026 and ensure effective, structured, and engaging discussions throughout the conference.

The Moderator will guide the flow of the programme, introduce speakers and panelists, facilitate discussions, manage time, encourage meaningful participation from delegates, and ensure that key issues and recommendations emerging from the discussions are clearly articulated.



3. Objectives of the Moderation

The Moderator will support the conference to:

- Facilitate meaningful and evidence-based discussions on tobacco taxation and sustainable health financing.
- Ensure smooth transitions between conference sessions and speakers.
- Encourage balanced participation among government representatives, tax administration experts, public health professionals, researchers, civil society organizations, youth, and other stakeholders.
- Guide panel discussions and ensure that they remain aligned with the conference theme and objectives.
- Stimulate constructive debate around emerging issues, challenges, opportunities, and policy priorities.
- Manage plenary and audience engagement, including question-and-answer sessions.
- Support the identification and articulation of key recommendations and action points arising from the conference.

4. Scope of Work and Key Responsibilities

The Moderator will be responsible for the following:

4.1 Pre-Conference Responsibilities

The Moderator will:

- Review the conference concept note, programme, objectives, and other relevant background materials provided by NTA.
- Participate in a pre-event briefing with the NTA organizing team.
- Familiarize themselves with the conference theme, objectives, speakers, panelists, and expected participants.
- Review and refine the proposed discussion questions in consultation with the NTA team, where necessary.
- Develop an appropriate approach for facilitating the different sessions.
- Prepare introductory and transitional remarks that align with the objectives and tone of the conference.
- Coordinate with the organizing team on the programme flow, time allocation, protocol, and any specific requirements for speakers or sessions.

4.2 Conference-Day Responsibilities

During the conference, the Moderator will:

- Officially guide participants through the day's programme.
- Welcome participants and set the tone for constructive, respectful, and participatory engagement.



- Introduce the conference theme, objectives, speakers, panelists, and other key participants.
- Facilitate keynote presentations, panel discussions, plenary sessions, and question-and-answer sessions as assigned.
- Pose relevant and thought-provoking questions to panelists and speakers.
- Ensure that discussions remain focused on the conference theme and objectives.
- Encourage participation and engagement from a diverse range of stakeholders.
- Manage time effectively and ensure that all sessions begin and end within the allocated time.
- Manage audience questions and contributions in an orderly and inclusive manner.
- Summarize key issues, emerging perspectives, and recommendations at the end of each major session.
- Facilitate smooth transitions between sessions and programme segments.
- Work closely with the NTA organizing team to address any adjustments required during the event.
- Support the closing session by highlighting key takeaways, resolutions, and recommendations emerging from the conference.

5. Key Areas for Moderation

The Moderator will be expected to guide discussions around the following key thematic areas:

A. The Current Status of Tobacco Taxation in Kenya

Examination of existing tobacco tax policies, recent reforms, implementation experiences, and opportunities for strengthening taxation measures.

B. Tobacco Taxation and Sustainable Health Financing

Discussion on the role of tobacco taxation in domestic resource mobilization and its potential contribution to financing health promotion, disease prevention, treatment, and other public health priorities.

C. Tax Administration and Enforcement

Exploration of tax administration challenges, compliance, enforcement mechanisms, and strategies for improving the effectiveness of tobacco excise tax systems.

D. Emerging Tobacco and Nicotine Products

Examination of the growing market for novel and emerging tobacco and nicotine products and the implications for taxation, regulation, public health, and revenue administration.

E. Tobacco Industry Interference and Illicit Trade Narratives

Discussion on strategies for identifying and addressing tobacco industry interference while ensuring that policy decisions are guided by independent evidence and public health priorities.

F. Evidence, Research, and Policy Development

Exploration of the role of independent research and data in informing tobacco taxation policies and strengthening advocacy and accountability.

G. The Way Forward

Identification of priority actions, policy recommendations, and opportunities for collaboration among government, civil society, researchers, development partners, and other stakeholders.

6. Expected Deliverables



The Moderator will be expected to deliver the following:

- Participation in at least one pre-conference briefing with the NTA organizing team.
- A reviewed and finalized moderation approach, including proposed discussion questions and session flow.
- Effective facilitation and moderation of the conference proceedings on **27th August 2026**.
- Clear summaries of key discussion points, emerging issues, and recommendations during the conference.
- Support for the articulation of key resolutions and recommendations to inform the conference communiqué.

7. Required Qualifications and Experience

The ideal Moderator should possess:

- A strong background in public policy, taxation, public finance, public health, governance, economics, journalism, communications, or a related field.
- Demonstrated experience moderating high-level conferences, policy dialogues, panel discussions, or multi-stakeholder forums.
- Good understanding of taxation, public finance, health financing, tobacco control, or related policy issues.
- Excellent communication, facilitation, and public speaking skills.
- Demonstrated ability to manage diverse and high-level stakeholders.
- Strong ability to stimulate constructive discussion and manage differing perspectives.
- Excellent time management and programme coordination skills.
- Ability to synthesize complex discussions and communicate key messages clearly and concisely.

8. Duration and Location of Assignment

The assignment will include:

- **Pre-conference preparation and briefing:** To be scheduled in consultation with NTA.
- **Conference moderation:** 27th August 2026, from **9:00 AM to 4:00 PM**.

9. Reporting and Coordination

The Moderator will work closely with and report to the designated focal person from the **National Taxpayers Association (NTA)**.

The NTA organizing team will provide the Moderator with relevant materials, including:

- The conference concept note.
- Draft and final conference programme.
- List of speakers and panelists.



- Speaker biographies, where available.
- Proposed discussion questions.
- Any additional background information necessary for effective facilitation.

10. Expected Outcome

Through effective moderation, the conference is expected to achieve productive, inclusive, and solution-oriented discussions that enhance stakeholder understanding of the role of tobacco taxation in advancing public health and sustainable health financing.

The Moderator will play a central role in ensuring that discussions generate clear insights, practical recommendations, and actionable commitments that can contribute to strengthening tobacco taxation policy and advancing sustainable health financing in Kenya.

Note: *Kindly note that the deadline for application is on **24th August 2026**. Send your application via jobs@nta.or.ke*