

TERMS OF REFERENCE (TOR)

COMMUNICATION DESIGN AND EDITORIAL SERVICES FOR THE NATIONAL NON-COMMUNICABLE DISEASE (NCD) ADVOCACY, COMMUNICATION AND SOCIAL MOBILIZATION (ACSM) FRAMEWORK

General Information

Job Title:	Consultancy – Communication Design and Editorial Services for the National Non Communicable Disease (NCD) Advocacy, Communication and Social Mobilization (ACSM) Framework
Work Description:	Communication Design and Editorial Services
Project Title:	WDF21-1830: Integrating Diabetes and Hypertension Prevention and Control into Primary Healthcare in Kenya
Implementing Partner	NCD Alliance Kenya
Category:	Advocacy - ACSM
Type of contract:	Special Service Contract
Expected starting date:	Immediately
Duration:	7 working days

Access the Framework here: https://ncdak.org/wp-content/uploads/2025/10/Final-ACSM-Framework-Draft_Formatted-copy.pdf

1. Background

The Ministry of Health, through the Division of Cancer and Non-Communicable Diseases, in collaboration with the NCD Alliance of Kenya and with support from the World Diabetes Foundation under the WDF 21-1830 Project, has developed the National Non-Communicable Diseases Advocacy, Communication and Social Mobilisation (ACSM) Framework.

This framework serves as a national roadmap to strengthen Kenya's response to non-communicable diseases (NCDs). It provides a structured approach to raising public awareness, empowering communities and driving behaviour change through evidence-based communication. The framework positions advocacy as a catalyst for policy influence and resource mobilisation, while fostering coordinated action across government sectors, civil society, private sector, media and communities. In

doing so, it ensures that NCD prevention and control efforts are people-centred, inclusive and sustainable.

To effectively catalyze action among policymakers, development partners, and civil society, the framework must also be strategically presented. Professional communication design and editorial refinement are essential to transform the document from a technical report into a compelling, accessible, and actionable advocacy tool that commands attention and facilitates understanding.

To ensure the document communicates effectively with high-level audiences, it requires professional design, editorial refinement, and formatting.

Kenya Diabetes Management and Information Centre (DMI) on behalf of the MoH and NCD Alliance Kenya, seeks to engage a designer with proven editorial and layout expertise to elevate the presentation of the ACSM Framework.

2. Objective

Provide professional editorial and communication design and layout services that enhance the readability, clarity, and visual impact of the ACSM Framework on NCDs making it suitable for high-level advocacy and policy engagement. The final product must:

- Enhance clarity, coherence and logical flow for improved comprehension.
- Strengthen visual impact and audience engagement through professional layout and data visualization.
- Be tailored for effective use in high-level advocacy, stakeholder engagements and public dissemination.
- Ensure accessibility and usability across both print and digital platforms.

3. Scope of Work

The selected consultant will be responsible for the following:

a. Summary scope of work

- Review the final drafts of the ACSM Framework, proposing improvements to flow, structure, and formatting.
- Design a clean, professional layout aligned with Government of Kenya and partner branding guidelines.
- Integrate relevant visuals, infographics, icons, and tables to improve data presentation.
- Ensure consistency in fonts, spacing, colour palette, and branding across all materials.
- Prepare high-quality, print-ready and web-friendly versions, plus editable files.
- Support iterative revisions until final approval.

b. Detailed scope

i. Editorial Review and Structural Refinement

- Conduct a comprehensive copy-edit to ensure language is clear, consistent, and free of errors.
- Review the document's structure and flow, proposing revisions to improve the logical progression of ideas for a non-technical, high-level audience.
- Ensure all acronyms are defined and terminology is used consistently throughout.

ii. Communication Design and Layout:

- Develop a clean, modern, and professional design layout that aligns with the Government of Kenya branding guidelines and incorporates partner logos as required.
- Create a cohesive visual identity for the document, including a defined colour palette, typography (fonts), and iconography system.

- Design engaging and easy-to-understand infographics, charts, and diagrams to visualize key data, processes (e.g., theory of change), and strategic objectives.
- Ensure all visual elements are accessible and support the document's key messages.

iii. Finalization and File Preparation:

- Incorporate feedback from the MoH and partners through an agreed number of revision cycles (e.g., two feedback sessions).
- Prepare a high-resolution, print-ready PDF version.
- Prepare an optimized web-friendly PDF version for online dissemination.
- Deliver all final editable source files (e.g., Adobe InDesign).

4. Deliverables

a. **Initial Design Mock-up:** A 3–5-page sample showcasing the proposed layout, typography, colour scheme, and a sample infographic for approval.

b. Final Designed ACSM Framework

- One (1) print-ready, high-resolution PDF.
- One (1) optimized, low-file-size PDF for web and email.

c. Complete Asset Package:

- All editable source files (e.g., Adobe InDesign).
- A standalone folder with all infographics/charts in high-resolution PNG/JPG formats.
- A brief style guide (1-2 pages) summarizing the fonts, colours, and logo usage for future reference.

5. Duration and Level of Effort

The assignment will take no more than 7 days from contract signing and work commissioning and final milestones and delivery dates agreed upon on inception.

6. Qualifications and Experience

- A minimum of 5 years of proven experience in communication design for the public health, development, or government sectors.
- A strong portfolio showcasing expertise in transforming complex technical or policy documents into engaging, audience-friendly publications.
- Specific proficiency in data visualization and infographic design.
- Mastery of professional design software, primarily the Adobe Creative Suite (especially InDesign, Illustrator, and Photoshop).
- Excellent communication skills and a proven track record of delivering high-quality work within strict deadlines.
- Ability to deliver under tight timelines and respond promptly to feedback.

7. Reporting and Coordination

The consultant will work closely with the consultant for the ACSM Framework and WDF Project lead based at NCD Alliance Kenya. Final approval will emanate from the Division Lead at Ministry of Health Division of Cancer and Non-Communicable Diseases. All outputs are subject to review and approval prior to finalisation.

8. Submission Requirements (EOI)

Interested and qualified candidates should submit:

- A cover letter (max. 2pages) demonstrating and outlining suitability, understanding of the task and deliverables, proposed methods/tools/software, and confirmation of availability within the required timeframe.
- Curriculum Vitae (for individual consultants) or Portfolio/Company profile (for firms) showcasing similar assignments.
- Financial proposal (inclusive of all costs, taxes, discounts in KES).
- Two recent referees, preferably government or development sector clients, who can verify quality and timeliness.

9. Submission Instructions

All documents should be organized into a folder named '*Name of the Consulting Firm/individual_ASCFM Communication and Editorial Design Consultancy*'. This folder should contain both the technical and financial proposals along with the consultant's CV.

- Each document (Technical proposal, Financial Proposal and CV/Company profile) within the folder should be prepared as a PDF to maintain the integrity of the content.
- The technical proposal and the financial proposal **must each be encrypted with separate passwords**.
- Complete proposals should be emailed to careers@ncdak.org copying hr@dmi.or.ke.
- Emails that are sent to only one of the specified addresses and not both will not be considered.
- The email subject line should read **“EOI – Communication Designer for National NCD ACSM Framework”**.
- The complete proposal must be submitted no later than **November 3, 2025, at 5:00 PM**. Late submissions **will not be considered**.

10. Password Sharing Protocol

Consultants will first be contacted via the official email (careers@ncdak.org) with hr@dmi.or.ke in copy, to provide the password for the technical proposal only.

As above, the consultant/consulting firm should send the password in an email to careers@ncdak.org copying hr@dmi.or.ke. Emails that are sent to only one of the specified addresses and not both will not be considered.

Only consultants who qualify based on their technical proposal will be subsequently contacted to provide the password for their financial proposal.

Provision of passwords for the financial proposal will follow the processes outlined above.

11. Project Timeline

EOI submission deadline:	Nov 3, 2025
Commissioning/Contract award & kickoff	Nov 6, 2025
Inception deliverables: (inception note + refined workplan + brand look-and-feel)	Nov 8, 2025
Draft set 1 (core layouts, templates, and sample spreads/assets)	Nov 12, 2025
Client review window & consolidated feedback:	Nov 13–14, 2025
Final deliverables (print-ready + web assets + packaged source files): Mon	Nov 17, 2025

Handover & sign-off (editable files)

Nov 18, 2025