



## **Terms of Reference - Individual Consultant ( Graphics Design Consultant)**

### **Introduction:**

The African Continental Free Trade Area (AfCFTA) aims to accelerate intra-African trade and boost Africa's trading position globally. KAM is implementing a project "Bringing AfCFTA Home" that is expected to support manufacturers to be able to optimize the opportunities that arise from this trade agreement. The specific objectives of the program are to:

- a. Increase the number of KAM members undertaking manufactured exports in AfCFTA markets, increasing diversity and volumes of products exported from Kenya.
- b. To up-scale advocacy on issues affecting Kenya's competitiveness for manufactured exports in selected markets of AfCFTA member States.
- c. Increase capacity for Small and medium-sized (MSMEs) companies to penetrate the AfCFTA Member State's market, driving industrial and employment growth.
- d. Enhance sustainable trade by embracing green growth and inclusivity.

### **Objectives of Consultancy**

The primary objectives of this consultancy are:

- a) To provide comprehensive digital graphic design for KAM Trade and Policy content.

### **Terms of reference for the study**

- i. Provide design services to support dissemination of monthly policy briefs, infographics & other content for trade and policy areas including but not limited to AfCFTA, EAC, TFTA and other trade agreements.
- ii. Develop illustrations on thematic areas as per briefing.
- iii. Dissect complex trade and policy data and information to easy-to-follow digital materials.
- iv. Participate in selected member engagement sessions to develop fit for purpose digital content
- v. Work within the developed workplan and schedules to support KAM Trade Projects work.

## **Methodology**

- Engage with the KAM team and its stakeholders to develop relevant materials to support trade and policy work.
- Work with developed reports from KAM to develop thematic bulletins for KAM use.

## **Deliverables**

- Highly interactive materials on FTAs relevant to the manufacturing sector and their intersections with regional and Continental FTAs.
- Country analytical reports for AfCFTA countries as per workplan.
- Regional Economic Communities (RECs) analytical reports for at least 4 AfCFTA recognized RECs.
- Design support services to KAM trade publications including Export competitiveness studies and route to market reports.
- At least 3 illustrations on key thematic concepts.

## **Duration and Reporting**

- The digitally designed pieces are to be delivered on a rolling basis as per the agreed workplan.
- This consultancy will run for 10 months.

## **Qualifications**

1. A bachelor's degree in any relevant field.
2. At least 5 years of proven work experience in digital design.
3. Excellent interpersonal communication skills.
4. Excellent communication skills as well as the ability to communicate fluently in English and Swahili. (Spoken and written).
5. Samples of previous work done.

## **Application Process**

**Interested consultants or entities are requested to submit technical and financial proposals to [procurement@kam.co.ke](mailto:procurement@kam.co.ke) by COB 17<sup>th</sup> March 2025 stating, "Individual Consultant ( Graphics Design Consultant)".**

## **Technical proposal**

1. Tax Compliance Certificate (Valid)
2. Statutory KRA PIN certificate copies
3. Brief description of Understanding of the requirements for service, including assumptions
4. Curriculum Vitae (s) for the consultants
5. Proposed approach and methodology
6. Proposed team structure (If there are additional team members)
7. Proposed project team members
8. Executive brief of relevant assignments

**Financial proposal**

1. A summary of the price and detailed budget.
2. A statement confirming the period of its validity.

**KAM Physical Address**

KAM Procurement

Kenya Association of Manufacturers

KAM House - Mwanzi Road, Opposite Westgate Mall

P.O Box 30225 -00100 Nairobi

**Payment terms (Provisions)**

Kenya Association of Manufactures policy is to pay for contractual services based on the performance of contractual services rendered.

**Evaluation of the proposals**

- A two-stage procedure will be utilized in evaluating the proposals, with an evaluation of the technical component being completed prior to any price component. Scores will be awarded for the technical proposal.
- The price component proposal will be opened only for those firms/ institutions whose technical component meets the requirements for the assignment, as indicated by a score of more than 70%.

**Please note only successful candidates will be contacted**