



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK
Denmark in Kenya

Uraia



TERMS OF REFERENCE / EXPRESSION OF INTEREST

Consultancy Opportunity: Political Spa Toolkit Design

I. General Information

Title of Consultancy: Political Spa Toolkit Design Consultant

Contract: Individual(S) and Firm Consultant

Duration: 5 Days

Supervisor: Program Coordinator

Closing Date: 27th November 2025

II. About Badili Africa

Badili Africa is a Pan-African women's rights organization based in Nairobi, Kenya. We cultivate and strengthen the leadership capacities of grassroots women and young women in the informal settlements and learning institutions by nurturing and supporting spaces that enable Chama women and young women to organize as leaders to influence local development plans, policies, and programs in ways that prioritize the needs of girls and women and those of their communities.

III. Background

At **Badili Africa**, we are pioneering a bold, feminist innovation that reimagines civic education by intentionally targeting young women who are often disengaged or excluded from political spaces. Through our signature and flagship **Political Spas and Glam Sessions**, we merge **makeup artistry, personal grooming, and civic dialogue** to create safe, affirming, and accessible entry points for young women to explore their political agency. These sessions, particularly popular among young women in **tertiary institutions and informal settlements**, use beauty culture as both an **incentive and equalizer**, transforming traditional civic education into a space that is enjoyable, impactful, and deeply relevant.

Over the past four years, these transformative sessions have drawn young women, many of whom would otherwise avoid political discourse, into engaging conversations on voter registration, reproductive rights, women's political representation, the cost of living, and community development.



This approach affirms that beauty and political consciousness are not mutually exclusive but powerful tools when brought together to expand democratic participation and feminist leadership.

Purpose of the Consultancy.

To design and lay out a vibrant, visually engaging, and youth-friendly Political Spa Toolkit that reflects the lived experiences and aspirations of young women, particularly those from marginalized communities. The design should enhance the accessibility and appeal of the toolkit content, making civic education visually compelling and culturally resonant for young women participants and facilitators of Political Spa sessions.

Objectives

- To create a visually striking and professional design layout for the Political Spa Toolkit that is accessible, youth-friendly, and gender-affirming.
- To develop graphics, illustrations, and visual elements that bring key themes of gender justice, digital safety, feminist leadership, and civic engagement to life.
- To ensure clarity and visual consistency throughout the toolkit, make complex civic concepts easy to understand through thoughtful design.
- To produce final design-ready copies of the toolkit suitable for both digital use and print production.

IV. Responsibilities

The graphic designer/creative consultant will work under the supervision of the program coordinator to do the following:

- Review the completed Political Spa Toolkit content (Word version) to understand the themes, modules, and key messages.
- Provide graphics and illustrations for key concepts throughout the toolkit, using culturally relevant and feminist visual approaches.
- Design and lay out the Political Spa Toolkit, including the Facilitation Guide, ensuring visual consistency, readability, and appeal to young women audiences.
- Use relatable imagery, color schemes, typography, and design elements that align with Badili Africa's brand, the Political Spa brand, and the feminist ethos.
- Ensure the design is adaptable for both online and print formats.



- Incorporate feedback from the Badili Africa team and make necessary revisions to the design.
- Deliver final clean, design-ready copies of the toolkit in both digital and print-ready formats.

V. Deliverables

- Initial design concept and style guide for the Political Spa Toolkit (including color palette, typography, and visual approach).
- Graphics and illustrations for key concepts within the toolkit.
- Draft design layout of the Political Spa Toolkit (digital & print-Ready).
- Draft design layout of the Facilitation Guide.
- Final design-ready copy of the Political Spa Toolkit (digital & print-ready formats).
- Final design-ready copy of the Facilitation Guide (digital & print-ready formats).
- All source files (e.g., Adobe InDesign, Illustrator, or other design software files used).

VI. Timeline

The consultancy will run over a period of **1 week**, covering:

- Review of the Political Spa toolkit content and initial design concept development
- Design and layout of the toolkit and facilitation guide
- Revisions based on feedback from the Badili Africa team
- Finalization and submission of all deliverables

VII. Qualifications and Key Competencies

Required:

- Proven experience in graphic design and layout of educational materials, toolkits, curricula, or training manuals.
- Strong proficiency in graphic design software (e.g., Adobe InDesign, Illustrator, Photoshop, or equivalent tools).
- Demonstrated ability to create visually engaging graphics and illustrations that simplify complex concepts.
- Experience designing materials for youth audiences and/or women-focused programs.
- Must provide a portfolio of previous design work, particularly educational or social impact materials.



Additional Advantage:

- Familiarity with gender-sensitive and inclusive design principles.
- Experience working with nonprofit organizations and/or feminist movements in Africa.
- Understanding of feminist aesthetics and culturally relevant visual communication for African contexts.

VIII. Submission of Application

Send your updated resume (**no more than four pages**), proposal, and a 1-page cover letter demonstrating your experience against the above criteria to info@badiliafrica.org by **27th November 2028**.

Badili Africa is proud to be an equal-opportunity employer. All qualified applicants will receive consideration for this opportunity without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, or any other characteristic protected by law.

IX. Terms of Service

This is a non-staff contract under the individual contractor modality of hiring at Badili Africa. The incumbent shall not be considered as staff of Badili Africa and is therefore not entitled to any privileges or any other special status or conditions as Badili Africa staff.