

## **TERMS OF REFERENCE / EXPRESSION OF INTEREST**

### **Research Report Design – Women’s Political Participation in Kenya (2017 & 2022)**

<b>I. General Information</b>
<p><b>Title of Consultancy:</b> Research Report Design Consultant</p> <p><b>Contract:</b> Individual(S) and Firm Consultant</p> <p><b>Duration:</b> 5 Days</p> <p><b>Supervisor:</b> Program Coordinator</p> <p><b>Closing Date:</b> 22<sup>nd</sup> December 2025</p>
<b>II. About Badili Africa</b>
<p>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.</p>
<b>III. Background</b>
<p>At <b>Badili Africa</b>, we believe in making research accessible, engaging, and impactful. Our recently concluded study, “<b>Analysis of Women Politicians Who Vied for Electoral Seats (2017 &amp; 2022)</b>,” provides deep insights into the motivations, challenges, strategies, and lived experiences of women political aspirants in Kenya. The research covers demographic trends, campaign dynamics, gender-based violence, funding challenges, and future aspirations, offering a comprehensive view of women’s political participation.</p> <p><b>Purpose of the Consultancy.</b></p> <p>To design a visually compelling, reader-friendly, and professionally formatted research report that reflects the depth and urgency of the findings. The design should enhance readability, highlight key data and insights, and make the report accessible to diverse audiences including policymakers, researchers, activists, and young women.</p> <p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>● Create a clean, structured, and visually engaging layout for the research report.</li> <li>● Develop infographics, charts, and visual summaries to illustrate key data points and trends.</li> <li>● Ensure the design is consistent with Badili Africa’s brand and feminist ethos.</li> <li>● Produce print-ready and digital-friendly versions of the full report and an accompanying summary booklet.</li> </ul>
<b>IV. Responsibilities</b>

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

- Review the full research document (Word format) to understand structure, themes, and data points.
- Design a complete layout for the research report, including cover, table of contents, chapters, graphs, tables, and annexes.
- Create custom infographics and visualizations for key sections such as demographic analysis, funding patterns, GBV experiences, and campaign strategies.
- Develop a separate summary booklet or visual brief highlighting main findings.
- Ensure all designs are accessible, gender-sensitive, and culturally resonant.
- Incorporate feedback from the Badili Africa team and deliver final print-ready and digital files.

## V. Deliverables

- Review the full research document (Word format) to understand structure, themes, and data points.
- Design a complete layout for the research report, including cover, table of contents, chapters, graphs, tables, and annexes.
- Create custom infographics and visualizations for key sections such as demographic analysis, funding patterns, GBV experiences, and campaign strategies.
- Develop a separate summary booklet or visual brief highlighting main findings.
- Ensure all designs are accessible, gender-sensitive, and culturally resonant.
- Incorporate feedback from the Badili Africa team and deliver final print-ready and digital files.

## VI. Timeline

The consultancy will run over a period of **5 Days**, covering:

- Review content and develop design concept
- Design full report and summary booklet
- 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 non-profit 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](mailto:info@badiliafrica.org) by **22<sup>nd</sup> December 2025**

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.