

EXPRESSION OF INTEREST

COMMUNICATIONS CONSULTANTS: CONTENT CREATION

1. Introduction

FSD Africa is looking to build out its panel of specialist consultants on whom it can call on for short-term consultancy assignments or for draw-down (i.e., retained consultants) arrangements. This call for Expressions of Interest (Eoi) is aimed at consultants with relevant skills and expertise in the area of communications and content creation, specifically: writing, proofreading and editing, translation (French-English/English-French), graphic design, animation, audio, photography and videography.

FSD Africa is committed to the principle of competitive tendering: to ensure value for money, encourage innovation and to help build local sustainability. Only in exceptional circumstances will it sole-source. For contracts of a certain size however, FSD Africa's procurement rules allow it to conduct a limited form of competition, whereby it will approach a shortlist of candidates who it believes are suitable to carry out the assignment.

This call for Eoi will allow FSD Africa to pre-qualify consultants, in order to facilitate procurement for assignments that are anticipated in the future. Terms and reference for those assignments will be sent out at the appropriate time.

2. Background

2.1 FSD Africa

FSD Africa is a specialist development agency working to reduce poverty by strengthening financial markets across sub-Saharan Africa. Based in Nairobi, FSD Africa's team of financial sector experts work alongside governments, business leaders, regulators, and policymakers to design and build ambitious programmes that make financial markets work better for everyone. Established in 2012, FSD Africa is incorporated as a non-profit company limited by guarantee in Kenya. It is funded by UK aid from the UK government.

2.2 FSD Africa's Strategic Communications & Engagement Pillar

FSD Africa's Strategic Communications & Engagement Pillar is newly formed and is currently building a new communications and advocacy team, based in our central office in Nairobi. As we work to build our in-house team and invest in our wider communications strategy, a key priority is to build a community of specialist communications consultants, who can help us create high-quality impactful content.

As part of the FSD Africa communications team, you will support us to create a range of compelling content; including engaging research reports designed to shape national government policy and eye-catching graphics, videos/photos/audio and animations that capture the impact of our projects and help to inspire and inform new financial innovations across the region.

3. Objective

The purpose of the Eoi is to enable FSD Africa to create a panel of pre-qualified consultants whom it can approach as and when it initiates the procurement processes. Pre-qualification through this Eoi will ensure that consultants are considered for shortlisting in these circumstances (although this is not a guarantee that they will be shortlisted).

Successful consultants under this call for EOIs will then be invited submit bids based on specific terms of reference. Procurement will then take place on a project-by-project basis or a longer-term drawdown basis.

This call for Eols aims to identify individual consultants with expertise in any one, or a combination of, the following key areas:

- Writing
- Copy editing and proofreading
- Translation of reports and documents; and virtual events
- Graphic design
- Digital Media Management
- Audio production
- Media Monitoring
- Photography
- Videography

3.1 Experience

The consultants wishing to be considered for shortlisting will need to demonstrate some, all, or a combination of the below experience and a readiness to fulfil the following anticipated work plans.

Overall key competencies:

- Excellent oral and written communication skills
- Creative approach to development storytelling through content creation
- Ability to respond creatively to FSD Africa's objectives and tailor content to key audiences
- Ability to proactively engage with specialist, technical information and complex concepts - and distil them into impactful, accessible content and collateral
- A good understanding of, or experience in operating in international, multi-disciplinary environment
- Ability to liaise with, and coordinate feedback from the FSD Africa team and external partners
- Ability to develop and maintain strong partnerships with FSD Africa staff and partners
- Ability to work responsively and proactively, against tight deadlines
- Experience of working with a global development firm or NGO is an advantage

4. Expressions of Interest

Procurement of the Services is subject to a full international tender which requires a two-part process:

- In the first part, **Expressions of Interest (EOI)** are invited from qualifying firms in an open tender. This invitation is open for a minimum of 20 calendar days.
- In the second part, following a shortlisting process, FSD Africa will issue an **Invitation to Tender** to shortlisted firms.

A detailed Invitation to Tender document will be prepared by FSD Africa during the EOI phase.

For this exercise, FSD Africa is inviting Eols from suitably qualified **individual consultants**¹ in some or all of the areas specified under Section 3.

Please note - a fully costed proposal and/or detailed work plan is not required at this stage.

Your Eol should contain:

- Your name and a full CV highlighting your area of expertise
- Your place of business
- A short statement (maximum 1 side of an A4) of why you believe you have the right qualifications to help FSD Africa in the stated area
- A short portfolio of relevant work and outputs
- A statement describing your availability, e.g.,:
 - o Preferred length of assignments
 - o Willingness to travel
 - o Availability in the next 12-18 months
 - o Ability and access to work remotely
- Your current daily fee rate (in GBP or USD), applicable for at least 12 months
- Any other information that you believe should be taken into account in the pre-qualification process

Your EOI, which should not exceed 3 sides of A4 (font size 11), excluding CVs, portfolio etc., should be sent to FSD Africa at bids@fsdafrica.org by noon (EAT) **28/03/2022**, under the subject line reading 'Expression of Interest: Content Creation (Area of Expertise)'

5. Contact

Questions or comments in respect of this request for Expressions of Interest should be directed to bids@fsdafrica.org on or before **12 noon (EAT) 16/03/2022** and a response will be provided through the advertising platform on **12 noon (EAT) 18/03/2022**

6. Applicable Taxes

As per Kenya's tax law, FSD Africa will pay the Consultant after withholding the appropriate taxes at the applicable rate between Kenya and the Consultant's country of tax residence, considering any tax treaties in force. It is the responsibility of the Consultant to keep themselves apprised of these applicable taxes. The below table however provides guidance on the applicable rates as per tax regimes

Country	WHT Rate
Kenya	5%
United Kingdom	12.5%
Canada	15%
Germany	15%
Zambia	15%
India	10%
Non-resident rate for citizens of EAC member countries	15%
All other countries	20%

¹ Whether working through a corporate entity/firm or directly as an individual