



## Terms of Reference (ToR) for a Copy Editor and Designer Consultant for ARTICLE 19 Eastern Africa Annual Report 2024

### 1. Background

ARTICLE 19 Eastern Africa (A19EAF) is a regional organisation dedicated to promoting and protecting freedom of expression and access to information across Eastern Africa. The 2024 Annual Report will document A19EAF's achievements, challenges, and impact in the region, serving as a critical communication tool for stakeholders, partners, and donors.

To ensure the report is clear, professional, and visually engaging, A19EAF seeks a skilled consultant or firm to undertake **copy editing** and **design of the draft report**.

### 2. Objectives

The primary objectives of this consultancy are:

- **Copy Editing:** Enhance the clarity, consistency, and readability of the report by improving sentence structure, phrasing, and language flow.
- **Design:** Create a visually appealing, professional layout that aligns with A19EAF's branding and effectively communicates the report's content.

### 3. Scope of Work

#### 3.1 Copy Editing Responsibilities

- Improve clarity and readability.
- Enhance language quality.
- Ensure consistency in style, formatting, and language in line with A19EAF's branding guidelines and industry standards.
- Verify factual accuracy, including names, dates, and references, in collaboration with the A19EAF team.
- Proofread the final text to eliminate errors.

#### 3.2 Design Responsibilities

- **Layout Design:** Develop a clean, professional, and visually engaging layout for the annual report (for both print and digital versions) using ARTICLE 19's in-house style.
- **Branding Alignment:** Incorporate A19EAF's branding elements (logo, colours, fonts, etc.) to ensure consistency with the organisation's identity.
- **Visual Elements:** Create or adapt infographics, charts, and images to effectively present data and narratives.
- **Accessibility:** Ensure the design is accessible, with legible fonts, appropriate contrast, and compatibility with digital platforms (e.g., optimised PDFs).
- **File Preparation:** Deliver print-ready and digital files in required formats (e.g.,

PDF, InDesign, etc.).

#### 4. Deliverables

- A fully edited and proofread version of the 2024 Annual Report, with tracked changes and a clean final version.
- A designed draft of the report for review, incorporating feedback from A19EAF.
- Final print-ready and digital versions of the report in agreed formats.
- Source files for all design elements (e.g., InDesign, Illustrator, or equivalent).

#### 5. Qualifications and Experience

**The consultant or firm must have:**

- Proven experience in copy editing and graphic design, particularly for annual reports, preferably for non-profits or human rights organisations.
- Proficiency in design software (e.g., Adobe InDesign, Illustrator, Photoshop, etc.).
- Strong understanding of branding and visual storytelling.
- Experience creating accessible and user-friendly designs for print and digital formats.
- Excellent command of English, with strong skills in grammar, syntax, and style.
- Familiarity with style guides (e.g., Chicago Manual of Style, AP Style, or equivalent).
- Attention to detail and the ability to simplify complex or convoluted text while retaining meaning.
- Experience working with human rights or non-profit organisations is an advantage.

#### 6. Submission Requirements

Interested candidates (individuals or teams) should submit:

- Cover letter outlining relevant experience and their approach to the project.
- CV or portfolio showcasing previous copy editing and/or design work.
- A sample of a similar project (e.g., an edited report or designed publication).
- Proposed budget and timeline based on the scope of work.
- Contact details for at least three professional references.

#### 7. Application Deadline

Applications should be submitted to [kenya@article19.org](mailto:kenya@article19.org) with a copy to [caroline.mwatu@article19.org](mailto:caroline.mwatu@article19.org) by 11 July 2025.

#### 8. Contact Information

For inquiries, please email [kenya@article19.org](mailto:kenya@article19.org) . All enquiries will be responded to in writing.

#### 9. Additional Notes

- A19EAF reserves the right to request revisions to ensure the report meets organisational standards.
- The selected consultant(s) will be required to sign and abide by all ARTICLE 19 Eastern Africa policies.