



## **TERMS OF REFERENCE (TOR)**

### **Publication Design and Editorial Finalisation of a Regional Training Manual on Media Advocacy, Legal Frameworks, and Press Freedom in Eastern Africa**

#### **Background and Context**

Article 19 Eastern Africa is implementing a regional project titled “Strengthening Regional Collaboration for a Resilient East African Media Landscape” supported by the Commonwealth Foundation. The project aims at enhancing media freedom in Kenya, Uganda, Tanzania, and Rwanda.

As part of the project’s knowledge production and capacity-building efforts, Article19 Eastern Africa has developed a regional training manual on media advocacy, legal frameworks, and press freedom. The manual is intended to serve as a core resource for media stakeholders, supporting coordinated advocacy, strengthening understanding of legal and policy frameworks, and enhancing media actors’ collective ability to respond to press freedom challenges at national and regional levels.

Article19 Eastern Africa now seeks to engage a Publication Design and Editorial Specialist to refine, design, and format the manual into a professional, accessible, and user-friendly training resource for digital dissemination.

#### **Objective of the Assignment**

The overall objective of this assignment is to undertake editorial refinement and publication design of a finalized training manual to ensure clarity, consistency, accessibility, and professional presentation for use by media stakeholders in Eastern Africa.

The assignment will focus on improving the manual's usability, readability, and visual structure without altering its substantive content.

## **Specific Objectives**

The assignment will aim to:

1. Improve clarity, consistency, and readability of the finalized training manual through light editorial refinement.
2. Design and format the manual into a professionally structured and visually engaging training resource.
3. Strengthen visual hierarchy, navigation, and overall accessibility of the document.
4. Produce final digital-ready publication files suitable for dissemination.

## **Scope of Work**

The consultant(s) or firm will be responsible for the following tasks:

### **a) Editorial Refinement**

- Undertake light copy editing to improve clarity, grammar, and consistency
- Standardize terminology and formatting across the manual
- Ensure consistency of headings, references, and instructional language

### **b) Publication Design and Formatting**

- Develop professional layout and design of the training manual
- Design and integrate tables, boxes, callouts, and structured learning aids
- Improve visual presentation of exercises, case studies, and tools
- Ensure overall aesthetic quality and readability of the manual
- Enhance readability for both screen and offline use

## **Deliverables**

- Draft designed and edited training manual
- Revised manual incorporating feedback from Article 19 Eastern Africa
- Final publication-ready manual in editable source files

## **Duration and Timeline**

The assignment is expected to be completed within 10 working days from the date of contract signing, with a detailed timeline agreed upon at inception.

## **Required Qualifications and Experience**

The consultant (individual or firm) should demonstrate the following qualifications and experience:

- At least 5 years of demonstrated experience in publication design, editorial services, and document layout.
- Proven experience designing and formatting training manuals, toolkits, reports, handbooks, or learning resources for civil society organizations, media organizations, development agencies, or international NGOs.
- Advanced proficiency in Adobe InDesign and other relevant design software (e.g., Adobe Illustrator, Photoshop, Canva Pro, or equivalent).
- Strong experience in copy editing, proofreading, and ensuring consistency in style, terminology, and formatting.
- Strong understanding of document accessibility, visual hierarchy, typography, and information design.
- Demonstrated ability to translate complex technical content into visually accessible and user-friendly publications.
- Experience producing publications for both digital and print dissemination.

## **Application**

Applications should be sent to [kenya@article19.org](mailto:kenya@article19.org) with the subject line “Publication Design and Editorial Finalisation of Training Manual” by 10<sup>th</sup> June 2026.

The assignment is expected to commence upon contract signing in June 2026.

Interested applicants should submit the following documents:

1. A brief technical proposal outlining the approach and methodology.
2. Financial Proposal
3. Sample of Previous Work (designed publications or training manuals)
4. Two References
5. Declaration of Availability and Conflict of Interest
  - Statement confirming availability for the assignment period
  - Disclosure of any actual or potential conflict of interest.