



EXPRESSIONS OF INTEREST (EOI)

SELECTION OF AN INDIVIDUAL CONSULTANT

**COMMUNICATIONS TECHNICAL ASSISTANT – BUSINESS ENVIRONMENT AND EXPORT ENHANCEMENT
PROGRAMME**

EOI NUMBER: PRQ20251196

EOI ISSUE DATE: 30TH MARCH 2026

EOI SUBMISSION DATE: 20TH APRIL 2026 *ON OR BEFORE 1600 HRS (KENYA TIME)*

DESCRIPTION OF SERVICES

COMMUNICATIONS TECHNICAL ASSISTANT – BUSINESS ENVIRONMENT AND EXPORT ENHANCEMENT PROGRAMME

1. Introduction

TradeMark Africa (TMA) is a leading African Aid-for-Trade organisation founded in 2010, with a mission to grow intra-African trade, increase Africa's share in global trade, and make trade more pro-poor and environmentally sustainable. TMA operates on a not-for-profit basis and is funded by Canada, Denmark, the European Union, Finland, France, the Gates Foundation, Ireland, the Mastercard Foundation, the Netherlands, Norway, Sweden and the United Kingdom. TMA works closely with regional and continental organisations, national governments, the private sector and civil society.

Since its inception, TMA has contributed significant progress in trade facilitation and economic integration across East Africa and the Horn, including a reduction of 16.5% in cargo transit times on the Northern Corridor from Mombasa to Bujumbura, and an average 70% reduction in border crossing times at selected one stop border posts. As of 2026, TMA operates in 20 countries across East, West and Southern Africa as well as the Horn.

In 2022, TMA set up a catalytic finance company – Trade Catalyst Africa – to pilot commercially viable projects in trade infrastructure (both physical and digital) and to expand access to trade finance for Small and Medium-Sized Enterprises. Both TCA and TMA are headquartered in Nairobi, Kenya, with country and regional offices across the continent. For more information, please visit www.trademarkafrica.com

2. Background and Assignment

The Business Environment and Export Enhancement Programme (BEEEP) is a five-year (2023–2027) EU-funded initiative, implemented by TMA, aimed at promoting green economic growth and creating decent jobs. The programme supports the implementation of the Integrated National Export Promotion and Development Strategy (INEDPS) and the EU–Kenya Economic Partnership Agreement, and aligns closely with the EU's Global Gateway Strategy. Focusing on the avocado, mango, and vegetable value chains, BEEEP seeks to strengthen Kenya's leadership in sustainable horticultural exports while enhancing competitiveness in global markets.

The programme targets the creation of 10,000 jobs and a 10% increase in annual exports within the selected value chains. It also aims to reduce greenhouse gas emissions by 5% and ensure that 50% of exported goods achieve green certification. Additionally, BEEEP seeks to lower trade costs and times by 10% and 15%, respectively, while enhancing Kenya's rankings in global competitiveness and governance indices reflecting broader improvements in the business environment and institutional capacity.

Communication and visibility are key components of the programme, and to effectively implement these elements, the programme has developed a comprehensive communication plan and strategy. This strategy supports the delivery of programme results by:

- Increasing awareness and visibility of programme interventions that enhance Kenya's export competitiveness in the avocado, mango, and vegetable value chains.

- Communicating programme results, evidence, and lessons learned to inform policy dialogue on trade facilitation, standards, logistics, and the broader business environment.
- Strengthening stakeholder engagement and public–private dialogue to support reforms, institutional capacity, and coordinated actions that improve the ease of doing business and overall export performance.
- Amplifying the programme’s contribution to sustainable and inclusive trade growth, including job creation, green export practices, and improved market access for producers and exporters.

To support the communication and visibility aspects, the programme is seeking to engage a consultant who will provide hands-on communications delivery support. The consultant will ensure that communication outputs are:

- Coordinated across partners
- Compliant with donor visibility and safeguarding requirements
- Grounded in credible evidence and results
- Packaged into accessible, public-facing narratives and products that effectively serve priority audiences

Scope of Work

The consultant scope of work includes the following:

Strategic Communications and Branding

- Implement the programme communications plan in alignment with programme ambitions and donor visibility requirements.
- Ensure consistent messaging, correct attribution, and adherence to TMA brand and editorial standards across all programme outputs.
- Maintain safeguarding compliance for all communications products, including informed consent, appropriate disclaimers, approved imagery practices, and secure handling of sensitive content and metadata.

Media and Stakeholder Engagement

- Develop and manage a prioritised stakeholder and media engagement plan aligned to programme milestones and donor priorities.
- Build and maintain relationships with relevant international, continental, regional, and national media and influential platforms (trade, agro-logistics, horticulture, business and policy focused).

Campaign and Content Production

- Translate technical programme content, including the annual report, into accessible, human-centred narratives per donor requirements
- Produce and package high-quality communications outputs (newsletter, press kits, infographics, blogs, case studies, FAQs, PowerPoint decks) tailored to diverse audiences.
- Collaborate with TMA’s Corporate Communications to design and implement thematic or multi-channel outreach campaigns with clear KPIs.
- Translate technical programme content into accessible, human-centred narratives.
- Support joint visibility activities with co-implementing partners and donors.

Digital and Social Media

- Collaborate with the Corporate Communication team for timely updates to the BEEEP webpage, and also its online presence.
- Ensure digital content reflects programme milestones and donor visibility requirements

Events and Partner Communications Support

- Plan and deliver communications for milestone and donor-facing events ensuring branding and message alignment, including pre-event collateral (invitations, talking points, press releases) and post-event reports within five working days.
- Maintain a programme events calendar

Knowledge Management

- Maintain a structured repository of communications assets, templates, and branding materials
- Work with suppliers to deliver high-quality communications products on time and within budget.

3. Deliverables and Performance Standards

The Consultant will be responsible for delivering the following outputs:

Reporting management

- Quarterly communications performance reports (reach, engagement, content outputs delivered, donor attribution and visibility compliance, safeguarding compliance, risks and mitigations).
- Annual communications close-out summary capturing performance, lessons learned and recommendations (for inclusion in the programme annual report)

Technical annual report conversion

- Technical annual report edited for clarity and results integrity
- Condensed public-facing annual highlights report (designed for external audiences and the donor), aligned to donor visibility and safeguarding requirements.

Results-led content and campaigns

- Minimum of eight (8) high-quality impact stories, with at least one audio-visual product (video/photo essay/documentary-style short) subject to appropriate consents and safeguarding approvals.
- One thematic campaign per year with KPIs and a post-campaign performance note.

Media and thought leadership

- A segmented stakeholder and media register reviewed and updated quarterly.
- A minimum of six proactive engagements (e.g., interviews, press briefings, roundtables, op-eds), with outcomes logged.
- At least six publish-ready pieces developed for submission to high-value continental platforms (publication dependent on editorial acceptance). Deliverable is “publish-ready and submitted”, with placements tracked.

Events and visibility compliance

- Pre-event collateral (as required) and post-event reports within five working days for agreed milestone events.
- Visibility compliance checklist applied to partner/donor events and materials (branding, disclaimers, attribution, consent).

Knowledge management and suppliers

- Functional communications repository established/maintained (assets, templates, approvals, consent records, brand guidance) updated every two months.
- Supplier briefs and QA for contracted products (as needed), with documented approvals

4. Supervision, Coordination, and Reporting Lines

The Consultant will report to the Kenya Country Programme Director or their designate, with technical oversight provided by the Communications Director or their designate. He/she will work also work closely with the implementing partners and donor communications focal points and will coordinate with TMA Corporate Communications for the Kenya Country Programme (media, digital and design functions) as required.

5. Location and Level of Effort

The consultancy will be based in Nairobi, Kenya, with travel as required and approved, and will entail a level of effort of up to a maximum of 15 working days per month, aligned to an agreed workplan and deliverables schedule.

6. Timelines and Budget

The assignment is expected to be completed within 18 months from the date of contract signing, and the contract value for this assignment will be guided by TMA's financial guidelines and available resources.

7. Qualifications

The consultant should meet the following academic qualifications, work experience, and competencies:

Qualifications and Experience

- A master's degree in communications or related field.
- 10 years' relevant experience in multi-donor programme communications, including implementation of communications plans, donor visibility and content production.
- Demonstrated experience with brand positioning, co-branding compliance and visibility delivery within complex, multi-stakeholder environments.
- Experience coordinating and quality-assuring third-party suppliers (design, video, photo, print, writing).
- Good understanding of aid-for-trade programming, trade facilitation and related policy and regulatory environments in Kenya.
- Familiarity with TradeMark Africa and its donor environment is an advantage.

Competencies

- Strong coordination skills, with experience convening multi-stakeholder working groups, producing minutes, and driving delivery through action tracking.
- Strong editorial judgement and writing skills, with demonstrated ability to edit technical reports into coherent, results-led narratives.
- Demonstrated understanding of donor visibility requirements and safeguarding-sensitive communications, including consent and risk management.
- Ability to manage multiple deliverables under tight deadlines, with consistent quality.
- Strong digital literacy, including content management systems, social media analytics and multimedia production workflows.

- Strong stakeholder management skills across government, private sector, development partners and implementing partners.
- High integrity and cultural/gender sensitivity, aligned to TMA values.

9. Application Requirements

Interested applicants are required to submit the following:

- A technical proposal outlining the proposed approach, methodology, and indicative workplan for the delivery of the assignment.
- A comprehensive Curriculum Vitae (CV) demonstrating relevant qualifications, skills, and professional experience and attestations
- Samples or links to previous communication work demonstrating relevant experience and suitability for the assignment.
- A financial proposal (in USD) providing a detailed breakdown of fees and any associated costs.

A. Invitation to Express Interest

TMA therefore wishes to invite the shortlisted individual consultants possessing professional and demonstrable experience in the stated services.

B. Expression of Interest (Eol) Requirements

Eols are invited from interested and qualified *individual consultants* with appropriate experience and expertise in undertaking the stated assignment. Interested individual consultants are required to:

- Submit the Eol written in the **English language**;
- Examine the documents comprising this Eol in detail and respond appropriately; and,
- Meet the qualification criteria stipulated. Those who do not meet the requirements need not submit an Eol.

The Eols must remain valid for not less than 120 days from the date of submission. TMA shall endeavour to complete the evaluation and communicate within this period. The Eol shall be prepared in indelible ink, and it shall contain no interlineations or overwriting, except as necessary to correct errors made by the individual consultant. Any such corrections must be initiated by the person(s) who sign(s) the Eol.

C. Eol Submission

Eols will be submitted as follows:

Submission Mode	Details
Soft copy submissions only	<p>Use the email address below for bid submission.</p> <p>Attention: Head of Procurement</p> <p>Email address: <u>procurement@trademarkafrica.com</u></p> <p>Date: 20TH APRIL 2026</p> <p>Time: <u>NOT LATER THAN 1600 HRS (KENYA TIME)</u></p>

Any EoI received after the deadline mentioned in C above shall be rejected as a late submission and shall not be considered further. All expenses relating to the preparation and submission of the response to this EoI including providing any additional information shall be entirely incurred and borne by the individual consultant.

This EoI does not entail any commitment on the part of TMA, either financial or otherwise. TMA reserves the right to accept or reject any or all EoIs without incurring any obligation to inform the affected Consultant/s of the grounds. **All potential individual consultants shall be informed of the outcome of the EoI.**

D. Responding to this EoI

Individual consultants will be required to present their EoI submission in a PDF format responding to the specific requirements of the EoI as indicated.

E. Further Information and Clarification

All enquiries about this EoI should be submitted via the email address below:

Particulars	Contact Details
Name:	Attention, Mr. Joe Namwaya Head of Procurement
Email:	procurement@trademarkafrica.com
Subject:	COMMUNICATIONS TECHNICAL ASSISTANT – BUSINESS ENVIRONMENT AND EXPORT ENHANCEMENT PROGRAMME

Enquiries must only be for the purposes of clarifying the content of this EoI. All enquiries must clearly specify the tender title, number and section being queried.

TMA cannot answer any query relating to this tender seven (7) days or less prior to the submission deadline.

TMA will endeavour to reply within three (3) business days of receipt of the sought clarification(s) to any reasonable request for explanation. It will be at TMA discretion to provide additional information where necessary.

Final clarifications from respondents and TMA responses will be responded to via email procurement@trademarkafrica.com by the Head of Procurement.

F. EoI Evaluation

The EoI shall be evaluated using the criteria below:

- a) TMA will examine the EoI submissions to determine completeness, general orderliness and sufficiency in responsiveness.
- b) The EoI qualification will be based on meeting the minimum criteria regarding the individual consultant’s legal status, experience, personnel and financial position as applicable.
- c) TMA reserves the right to accept or reject any or all EoI submissions; and

Any effort by the individual consultant to influence TMA in the evaluation shall result in the cancellation of their tender.

The evaluation of the individual consultant will be up to a maximum score of 100 marks and is as follows:

1. Understanding of the Assignment and Methodology		
1.1 Understanding of ToRs and Programme Context	Demonstrates clear understanding of BEEEP objectives, shows awareness of how communication will contribute to BEEEP goals and expected results	5
1.2 Methodological Approach	Presents a realistic, coherent, and context-appropriate methodology in response to these terms of reference including clear understanding of communication planning, donor visibility compliance, and packaging of evidence-based results	15
1.3 Detailed Workplan	Provides a well-structured workplan aligned with the 18-month timeline.	10
2. Qualification, Relevant Professional Experience and Technical Competencies- Provide Evidence for each of category		
Master's degree in communications, or related field. Evidence of certificate should be attached		10
At least 10 years of experience in multi-donor programme communications including Strong track record in implementing communication plans, visibility requirements, and content production. Evidence should be attached.		10
At least five Samples or links to previous communication work demonstrating relevant experience and suitability for the assignment should be provided.		15
Demonstrated experience with brand positioning, co-branding compliance and visibility delivery within complex, multi-stakeholder environments; strong writing, storytelling, editing, and digital communication skills. Evidence should be attached		10
At least Five years' experience coordinating and quality-assuring third-party suppliers (design, video, photo, print, writing)		10
Good understanding of aid-for-trade programming, trade facilitation and related policy and regulatory environments in Kenya.		10
Familiarity with TradeMark Africa and its donor environment is an advantage		5

Applicants who attain a minimum of 70 or more marks out of possible 100 marks shall be shortlisted for the interview stage in the order of the highest scoring, which will comprise of an oral interview. It will test the candidate's analytical, communication and interpersonal skills.

TERMS AND CONDITIONS OF THIS EOI

1. Acceptance of Terms and Conditions

In submitting a response to this Eoi, the individual consultant is deemed to have accepted the terms and conditions of this and all other sections of this Eoi.

2. No Contract

This Eoi process does not create a binding legal contract or relationship either explicit or implied, between TMA and any individual consultant.

The issue of and response to this Eoi does not create any obligation on TMA to enter into any commitment to procure services specified in this Eoi.

3. Cancellation, Suspension or Change to Eoi

TMA reserves the right in its sole and unfettered discretion to:

- a) Cancel or suspend this Eoi or vary any of the terms, dates, timings or processes in this Eoi;
- b) Call and/or re-advertise for responses or revisit any evaluation criteria or process pertaining to this Eoi; and
- c) Seek clarification about any response.

4. Official Communication

Individual consultants must provide their full contact details for the purpose of making and receiving communications about this Eoi.

5. Assumptions and Interpretations

Individual consultants will document their interpretations, assumptions, and perceived risks they have used in response to this Eoi where they deem necessary.

6. Ownership of Documents

This Eoi is the property of TMA and may not be copied or reproduced in any way, other than for the purpose of preparing and submitting responses without the prior written approval of TMA. The submissions to TMA shall be retained by TMA.

7. Conflict of Interest

Individual consultants will ensure that, throughout the evaluation process, TMA is kept informed of any perceived, potential, or real conflicts of interest that should reasonably be brought to the attention of TMA, where such conflicts arise from the interests or duties of the individual consultant.

8. Acceptance of Submissions

TMA shall not accept a submission which does not comply with or fails to provide the information specified in this Eoi.

9. Notifications

TMA will notify **all** individual consultants on the outcome of this EoI once the evaluation process has been completed.

10. Confidentiality

The information provided in this EoI and any other information, material or communication released during this EoI process is for the sole purpose of enabling an individual consultants to prepare and present a comprehensive submission.

11. Liability

TMA will not be liable (in contract or tort, including negligence) for any direct or indirect damage, loss, or cost (including legal and lawyer/client costs) to any individual consultants or other person in respect of this process.

12. Costs and Charges

This EoI is issued on the understanding that no charge will be made by the individual consultants for preparation of any EoI submission or any other information that may be supplied.

13. Applicable laws

This EoI and any subsequent decisions, actions, contracts, or outcomes are subject to and governed by the laws of **Kenya**.

14. Evaluation Process

A formal evaluation process will be followed to ensure a fair and transparent assessment of each submission as well as eliminate submissions which do not meet the minimum criteria. The submissions that do meet minimum criteria will be evaluated based on the best fit to the objectives and will be short-listed for participation at the interview stage.

15. Supplier Code of Conduct

All Consultants are required to sign the Supplier Code of Conduct attached separately.

16. Confirmation of Experience Letters / References

References of potential individual consultants that have been given by a current TMA employee shall not be accepted in support of the submission of a bid as part of a procurement process. For the avoidance of doubt, TMA Certificates of Assignment Completion signed by the Head of Procurement are acceptable in support of applications, bids, proposals, or submissions.

17. Eligibility

- a) For the avoidance of doubt, this EoI is **ONLY** open to individual consultants and not sole proprietors.
- b) Bidders debarred by the World Bank and/or under the Public Procurement Authority (PPA) of the Government of **Kenya** or any of TMA donors or any other international donor agency are barred from bidding.

18. Due diligence

TMA shall conduct a reasonable search of publicly available information to determine whether the partner is suspected of any activity relating to organised crime, including financing or other support. Contracting shall be subject the outcome from the search.

The Individual should submit proof of country of origin together with submissions.

19. Complaints

Any questions, queries, or concerns about the procurement process should be raised directly with the Head of Procurement in the first instance via procurement@trademarkafrica.com, who will address the matters raised. If the matter is not satisfactorily resolved, the complainant is encouraged to write to complaints@trademarkafrica.com.

ANNEX 1 : CURRICULUM VITAE TEMPLATE

CURRICULUM VITAE (CV)

Position Title and No.	{e.g., K-1, TEAM LEADER}
Name of Expert:	{Insert full name}
Date of Birth:	{day/month/year}
Country of Citizenship/Residence	

Education: *{List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained **attach valid copies of the certificates and testimonials**}*

Employment record relevant to the assignment: *{Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included}.*

Period	Employing organization and your title/position. Contact info for references	Country	Summary of activities performed relevant to the Assignment
[e.g., May 2005 - present]	[e.g., Ministry of, advisor/consultant to... For references: Tel...../e-mail.....; Mr. Hbbb, deputy minister]		

Membership in Professional Associations and list of any Publications made to date:

Language Skills (*indicate only languages in which you can work ranking from 1 to 5 for speaking, writing, and reading where 1 is poor and 5 is excellent*):

Language	Reading	Writing	Speaking

Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts (<i>insert the period</i>)	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
{List all deliverables/tasks in which the Expert will be involved}	

Individual consultant's contact information: (E-mail: Phone:)

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Client.

{Day/month/year}

Name of individual consultant

Signature

Date

Note:

1. Failure by the individual consultant to sign the CV (physically or electronically), may lead to the CV not being considered altogether.
2. Failure to submit copies of certificates and/or accreditation may lead to the CV being invalidated.

ANNEX 2: EMAIL SUBMISSIONS GUIDELINES

Guidelines for Bidders for Bid Submissions via Email

1.1 Bidder Guidance for Emailed Submissions

- a) TradeMark Africa (TMA) will automatically send an email acknowledgment for all applications, bids,

proposals and/or submissions received via the email addresses stipulated/specified in the bidding document. If a bidder does not receive an email acknowledgement **IMMEDIATELY** after submitting their applications, bids, proposals and/or submissions, via the email address stipulated in the bidding document, **IMMEDIATELY** contact TMA's Procurement unit using the mobile phone number, **+254 731 884 428**, to confirm whether the applications, bids, proposals and/or submissions were received.

- b) Bidders must not ignore any bounce back email received regarding rejection of an emailed application, bid, proposal and/or submission. If such an email is received, contact TMA's Procurement unit **IMMEDIATELY**.

1.2 Possible Reasons for Emailed Submission Rejection

- a) The email submission exceeded the maximum size of 5 MB;
- b) The subject line matched a known phishing subject line;
- c) The email contained a known phishing Uniform Resource Locator (URL), or the email originated from a server associated with phishing;
- d) The outbound mail server was present on a subscribed blacklist; or
- e) The email contained a virus or malware.

1.3 Remedial Action for Rejected Email Submission Prior to Tender Closing Date & Time

Prior to the tender closing date and time, if a bidder's submission is rejected, the following remedial action should be explored prior to re-submission.

- a) If the collective size of the emailed attachments **exceeds 5 MB**, the bidders should resubmit through multiple emails or may use other modes such **WeTransfer, Dropbox, or Google drive**. The bidder shall be required to clearly identify how many emails constitute the full submission.
e.g., email **1 of XX**;
- b) If the emailed submission included zipped or executable files, unzip or remove the executable files then resubmit through one or more emails (refer to point 1.3a) above if the files collectively exceed 5 MB);
- c) If the email submission is rejected because of a blacklisted domain, the bidder is required to resend the submission from a different email account from a different domain that is not blacklisted, e.g., Gmail. Please note, this should be done before the stipulated tender submission deadline; and
- d) If the email submission is rejected because of a virus/malware in the email or any of the email attachments, ensure that the virus/malware is removed/cleaned prior to resubmission.

TMA's Procurement unit shall only consider and review cases of undelivered applications, bids, proposals and/or submissions, when it is brought to our attention by the affected bidder/s prior to the tender submission deadline.

Automatic Email Acknowledgement sent from the Procurement and Framework Mailboxes

Dear Sir/Madam,

This is to acknowledge receipt of your email to TradeMark Africa's Procurement mailbox.

Your email will be reviewed, and a response will be provided at the earliest opportunity. We encourage you to visit our website www.trademarkafrica.com/procurement-faqs/ for our procurement guidelines and answers to FAQs.

If you have submitted a bid for an open procurement process, it may take several weeks before you receive any further communication from us.

*The maximum size of each email with attachments should not exceed **5 MB**.*

*Please get in touch with us via the mobile number, **+254 731 884 428**, in case you do not receive an automatic acknowledgement email immediately after submission of your bid.*

For and on behalf of:

Joe Namwaya

Head of Procurement

TradeMark Africa

Fidelity Insurance Centre, 2nd Floor, Off Waiyaki Way, Westlands

P.O. Box 313, 00606 Nairobi, Kenya

Email: procurement@trademarkafrica.com

www.trademarkafrica.com