



Terms of Reference (TOR)

Consultancy to Edit CREAW's 5-Year Strategic Plan and develop and Abridged (Popular) Version.

1. Background

Centre for Rights Education and Awareness (CREAW) is a feminist women's rights organization based in Kenya whose vision is a just society where women and girls are valued, respected and enjoy full rights and live in dignity. CREAW's mission is to transform the lives of all women and girls through championing gender equality, rights and social justice.

The organization has developed a **5-year Strategic Plan (2026–2030)** that outlines its vision, strategic priorities, theory of change, and implementation approach. To ensure the document is **clear, compelling, accessible, and fit for diverse audiences**, the organization seeks to engage a qualified consultant to:

1. Professionally edit and refine the full strategic plan; and
2. Develop a **concise, user-friendly abridged (popular) version** for broader dissemination.

2. Purpose of the Consultancy

The purpose of this consultancy is to **enhance the quality, clarity, coherence, and usability** of the organization's strategic plan, and to produce a **simplified, visually engaging abridged version** that effectively communicates key priorities to a wide range of stakeholders.

3. Objectives

The consultancy will aim to:

1. Professionally edit the full strategic plan to ensure:
 - a) Clarity, coherence, and consistency
 - b) Logical flow and structure
 - c) Strong and compelling strategic language
 - d) Alignment across sections (context, strategy, results framework, etc.)
2. Improve the document's **readability and strategic positioning** for donors, partners, and policymakers.

3. Develop a **short abridged/popular version** that:
 - a) Summarizes key messages and priorities
 - b) Uses simplified language and compelling images
 - c) Is accessible to non-technical audiences
 - d) Is suitable for advocacy ,communication and resource mobilization purposes.

4. Scope of Work

The consultant will undertake the following tasks:

4.1 Review and Editing of Full Strategic Plan

- a) Review the draft strategic plan in detail
- b) Edit for grammar, clarity, tone, and consistency
- c) Strengthen articulation of:
 - I. Strategic priorities and outcomes
 - II. Theory of change
 - III. Implementation approach
 - IV. Results framework
 - V. Monitoring, evaluation, and learning framework
- d) Ensure consistency in terminology and formatting
- e) Improve overall narrative flow and readability

4.2 Content Refinement and Strengthening

- a) Identify and address gaps, overlaps, or inconsistencies
- b) Enhance alignment between:
 - I. Problem statement and strategic response
 - II. Outcomes, outputs, and indicators
- c) Strengthen positioning of cross-cutting themes (e.g., gender, inclusion, climate, safeguarding).

4.3 Development of Abridged (Popular) Version

- a) Produce a concise version (8–12 pages recommended) of the strategic plan
- b) Translate technical content into clear, accessible language
- c) Highlight:
 - I. Organizational vision and mission
 - II. Strategic focus areas
 - III. Key results and impact pathways

IV. Call to action for stakeholders

d) Structure the document for easy readability and public engagement

4.4 Layout and Presentation Guidance

a) Provide recommendations on:

- I. Visual structure and formatting
- II. Use of infographics, charts, and call-out boxes

b) Work with the organization (and designer if applicable) to ensure consistency between the full and abridged versions

5. Deliverables

Deliverable	Description
Inception Brief	Understanding of assignment, approach, and timeline
Edited Strategic Plan	Fully edited and refined 5-year strategic plan
Abridged (Popular) Version	Concise, simplified version (8–12 pages)
Final Versions	Clean, publication-ready documents (with tracked and clean copies)

6. Duration of the Assignment

The consultancy is expected to be completed within **15–20 working days**.

7. Consultant Qualifications

The consultant should have:

- a) Advanced degree in **Communications, Development Studies, Gender Studies, or related field**
- b) At least **7 years of experience** in editing and developing strategic or policy documents
- c) Strong understanding of **women’s rights, gender equality, and development programming**
- d) Demonstrated experience editing **high-quality strategic plans and producing popular versions.**
- e) Excellent writing, editing, and synthesis skills
- f) Ability to translate complex technical content into **clear, accessible language**

8. Reporting and Coordination

The consultant will report to the Deputy **Executive Director** and will work closely with the CREAM program and communications teams throughout the assignment.

9. Payment Schedule

Milestone	Payment
Approval of inception brief	30%
Submission of edited strategic plan (draft)	40%
Submission of final strategic plan and abridged version	30%

10. Ethical Considerations

The consultant will be expected to:

- a) Maintain confidentiality of all organizational documents
- b) Ensure accuracy and integrity of content
- c) Respect feminist principles and language in framing the strategy

11. Proposal Requirements and Application procedure

Interested consultants should submit:

- a) Technical proposal (understanding of TOR and methodology)
- b) Financial proposal
- c) Relevant experience and sample work
- d) CV(s) of consultant(s)

Applications should be submitted to **procurement@creaw.org** by **Friday 3rd April 2026** with the subject line: **“Consultancy to edit CREAM’s 5-Year Strategic Plan”**.

All enquiries to be submitted to the above email.

Canvassing will result in automatic disqualification. Only shortlisted candidates will be contacted.

CREAW is an Equal Employment Opportunity employer and does not discriminate against any employee, applicant, consultant, or firm because of age, disability, race, religion, color, national origin, sex, or any other protected characteristic; CREAM also maintains a zero-tolerance policy for Protection from Sexual Exploitation, Abuse, and Harassment (PSEAH and any related misconduct) and is committed to creating a safe, respectful, and dignified work environment for all.

