



## TERMS OF REFERENCE

### COPY WRITING CONSULTANT

#### A. Background

Msingi's vision is of widespread and lasting prosperity in East Africa enabled through the catalysing competitive, inclusive and resilient industries of the future. These are industries that have the potential to be competitive for the long-term, to contribute to the transformation of the region's economies and to create significant, inclusive, lasting job and income increases. Taking a regional approach to sectoral development Msingi works across Kenya, Rwanda, Tanzania and Uganda. Msingi is headquartered in Nairobi, and jointly funded by Gatsby Africa.

We work in industries with the best prospects for future resilience in a rapidly changing world, working to a clear road-map to transformation. Our blended market systems development approach to industry development enables us to offer the most appropriate direct or indirect support for businesses. To date we have selected two high-potential industries for development: aquaculture, and textiles and apparel. Our work in aquaculture is ongoing and producing results, while textiles and apparel is piloting its first set of initiatives.

#### B. Objectives and Scope of Work

Msingi EA Ltd is looking to update its website so it can be more attractive to donors. The website will be used by Msingi to reach and engage with potential stakeholders and donors particularly to accelerate fundraising. The website should directly contribute to expansion and growth of the organisation. Msingi wants a writer to write clear and concise copy for the website.

#### C. Approach

The key deliverable is, updated copy for the Msingi website including additional pages developed. The approach expected is:

- Review website and latest materials and reports
- Review copy from short list of high quality websites
- Write clear, attractive copy with a distinct voice for the website based on updates on the programs
- Conduct key interviews and discussions for the program.
- Interpret copywriting briefs to understand project requirements
- Collaborate with website management team and designers to update the website

#### D. Skills and Experience Needed

- Proven experience as a copywriter or related role
- Knowledge of online content strategy and creation
- Excellent writing, editing and proofreading skills
- Collaborative spirit
- Excellent time-management and organizational skills

#### E. Supervision

The Consultant will work under the guidance of the head of CARM

#### F. Timelines

The project should take no longer than four weeks to complete.



## G. Submission

Please submit:

1. Your CV
2. Summary of your copy writing experience
3. Copy for three websites or other external facing text
4. Two references we can contact.

Please submit your application to [gloria.cheche@msingi.com](mailto:gloria.cheche@msingi.com) and [esther.otieno@msingi.com](mailto:esther.otieno@msingi.com) by 6pm Saturday June 5<sup>th</sup>.