



**STATE DEPARTMENT FOR AGRICULTURE
MINISTRY OF AGRICULTURE AND LIVESTOCK DEVELOPMENT**

**TERMS OF REFERENCE (TOR)
FOR
LEARNING DESIGNER EXPERT**

Contract No: KE-MOALF-571591-CS-INDV

Client:

State Department for Agriculture
Ministry of Agriculture and Livestock Development
Kilimo House, Cathedral Road
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Nairobi , Kenya

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1.0 BACKGROUND

1.1 Introduction

The Food Systems Resilience Project (FSRP) is a Government of Kenya project with co-funding from the World Bank and the National Government. The project will be implemented in 13 counties targeting to increase preparedness against food insecurity and improve the resilience of food systems in targeted project areas of Kenya. The project will be implemented over 6 years commencing September 2023 to August 2029. The FSRP will build on the strong foundation laid by National Agriculture and Rural Inclusive Growth Project (NARIGP), Kenya Climate Smart Agriculture Project (KCSAP) and Emergency Locust Response Project (ELRP). The project will broaden and deepen investments in existing interventions through a multiphase programmatic approach (MPA). The five MPA program pillars of FSRP are: (1) Responding to a deteriorating food security situation, (2) (Re-)building resilient agricultural production capacity, (3) Supporting the sustainable development of natural resources for resilient agricultural landscapes, (4) Getting to market, and (5) Promoting a greater focus on food systems resilience in Policymaking.

1.2 Project Development Objectives and Indicators

The FSRP project development objective (PDO) is to increase preparedness against food insecurity and improve the resilience of food systems in targeted project areas of Kenya. In order to realize this objective, project activities will be implemented through five components namely (i) (Re-) Building Resilient Agricultural Production Capacity; (ii) Supporting the Sustainable Development of Natural Resources for Resilient Agricultural Landscapes; (iii) Regional and domestic markets for food security; (iv) Promoting a Greater Focus on Food Systems Resilience in National and Regional Policy making; (v) Contingency Emergency Response (vi) Project Coordination and Management.

Progress towards the realization of the PDO will be measured through the following five (Outcome) indicators:

- i). Percentage reduction of food insecure people in project-targeted areas
- ii). Number of farmers adopting resilience-enhancing technologies and practices: of which female (percentage); of which, climate-resilient (percentage)
- iii). Hectares of land area under integrated land management practices
- iv). Percentage increase in volume of agricultural production sold on domestic and regional markets

Number of policy products related to agriculture, natural resources management, and food systems resilience adopted with project's support.

2.0 Objective of the assignment

The overall objective of the assignment is to strengthen the Agricultural Information Resource Centre (AIRC) capacity as it transforms into the Kenya Agricultural Digital Information Centre (KADIC) to design, develop, organize, deliver and continuously improve effective digital learning experiences and agricultural learning products that strengthen knowledge, skills and access to relevant agricultural information and services.

The consultant will be responsible for the following key objectives:

- a) To design learner-centred digital learning experiences and learning products that respond to the needs of farmers, extension personnel, policymakers, researchers, private-sector actors and other agricultural stakeholders.
- b) To analyse learning needs, target audiences, learning objectives and delivery contexts and translate them into appropriate learning solutions.
- c) To develop structured learning content, storyboards, learning pathways, assessments, activities and other instructional materials for digital and blended learning.
- d) To apply appropriate instructional design principles, adult-learning approaches and learner engagement strategies in the development of agricultural learning products.
- e) To support the conversion and adaptation of approved agricultural knowledge and information resources into accessible, interactive and reusable digital learning content.
- f) To work with subject-matter experts, Knowledge Management teams, User Interface Developers, Webmasters, Application Developers and other technical specialists to deliver effective learning products.
- g) To ensure learning products are appropriately structured, accessible, usable and suitable for their intended delivery platforms and learner contexts.
- h) To establish appropriate approaches for learner assessment, feedback, completion tracking and evaluation of learning effectiveness.
- i) To strengthen institutional capacity for digital learning design and contribute to sustainable knowledge and skills development within the Ministry.

3.0 SCOPE OF SERVICES AND SPECIFIC TASKS

3.1 Scope of Services

The Agricultural Information Resource Center (AIRC), a directorate under the State Department for Agriculture, Ministry of Agriculture and Livestock Development, is implementing strategic initiatives to strengthen the Ministry's digital presence and

enhance agricultural information and service delivery. These initiatives are aligned with AIRC's transition into KADIC to coordinate data and digital agriculture in providing timely, relevant, and accessible agricultural information to farmers, policymakers, researchers, private-sector actors, and other stakeholders.

Over the years, AIRC has accumulated substantial data, information and knowledge across diverse agricultural thematic areas. The Centre is progressively digitizing these resources and transforming them into digital agricultural products and services to improve access, usability and uptake. Key initiatives include the Farmer Registry and the Fertilizer Subsidy Programme, which currently support the issuance of vouchers to 7.3 million farmers nationwide.

As the Centre advances its data and digital roadmap, there is a need to strengthen its internal technical capacity in website administration and web operations. The engagement of the Learning Designer Consultant is to administer, maintain, secure, optimize and improve the Ministry's web properties and web publishing environment.

The Learning Designer will provide technical expertise in website and content management system administration, web operations, publishing workflows, security, backups and restoration, performance monitoring, accessibility, search discoverability, web analytics and website lifecycle management. The Consultant will coordinate closely with Application Developers, Backend Developers, Database Administrators, Data Scientists, Knowledge Management teams and other relevant technical stakeholders.

3.2 Specific tasks

3.2.1 Learning Needs Analysis and Learning Solution Design

- a) Conduct learning needs and target audience analysis for priority agricultural information and capacity development areas.
- b) Define learning goals, outcomes, objectives, competencies and appropriate delivery approaches for identified audiences.
- c) Develop learning pathways, course structures, modules and learning journeys aligned to identified needs.
- d) Recommend appropriate digital, blended, self-paced or facilitated learning approaches based on learner and delivery contexts.
- e) Instructional Design and Content Development

3.2.2 Transform approved agricultural knowledge, information and technical materials into structured learning content.

- a) Work with subject-matter experts to validate technical accuracy, relevance and completeness of learning materials.
- b) Develop course outlines, lesson plans, storyboards, scripts, learning activities, examples, case studies and facilitator or learner guides as appropriate.
- c) Apply appropriate instructional design and adult learning principles to promote understanding, retention, and practical application.

- d) Design content in manageable learning units suitable for digital delivery and reuse.
- e) Support Digital Learning and Interactive Learning Products

3.2.3 Design and develop digital learning experiences

- a) Adapt existing agricultural information products into appropriate digital learning formats.
- b) Define learning-content requirements for the platforms and tools used to deliver approved digital learning products.
- c) Coordinate with User Interface Developers and Webmasters to ensure learning products are appropriately presented and accessible on intended platforms.
- d) Support integration of learning products into approved websites, learning platforms and digital applications.
- e) Undertake Assessment, Feedback and Learning Evaluation.

3.2.4 Design formative and summative assessments aligned to stated learning objectives and competencies.

- a) Establish approaches for evaluating learner engagement, completion, knowledge acquisition and application of learning.
- b) Define appropriate feedback mechanisms to support learner progression and improvement.
- c) Develop knowledge checks, practical activities, assignments and other appropriate assessment instruments.
- d) Review learner feedback and evaluation findings and recommend improvements to learning products.
- e) Support Accessibility, Usability and Inclusive Learning

3.2.5 Apply appropriate accessibility and inclusive-learning principles in the design of learning content and activities.

- a) Structure learning materials for users with varying levels of digital literacy, connectivity, language and learning needs.
- b) Ensure clear instructions, navigation, content hierarchy, readable presentation and appropriate learner support.
- c) Coordinate with User Interface Developers and Webmasters on usability and accessibility issues affecting learning delivery.
- d) Consider rural and low-connectivity contexts when recommending learning formats, content sizes and delivery approaches.

3.2.6 Learning Content Management and Quality Assurance

- a) Establish and maintain learning content inventories, versioning, and update records.
- b) Conduct instructional and editorial quality assurance of learning materials before publication.

- c) Coordinate technical and subject-matter reviews and incorporate approved feedback.
- d) Maintain documentation for learning products, source materials, storyboards, assessments and approval status.
- e) Review learning products periodically and recommend updates based on changes in agricultural practices, policies, technologies and learner needs.

4.0 DURATION AND LOCATION OF THE ASSIGNMENT

The duration of the assignment will be three (3) calendar years. The consultant shall be contracted for an initial period of twenty-four (24) calendar months from the contract commencement date. This period is subject to extension up to the project closing date, based on project needs, availability of funds, and satisfactory performance.

The position shall be based in Nairobi, Kenya, at the Agricultural Information Resource Centre Office, with travels to participating Counties where necessary.

5.0 REPORTING REQUIREMENTS AND TIMELINES FOR DELIVERABLES

The Learning Designer will be expected to deliver the following outputs:

Table 1: Reporting requirements

No.	Deliverables/Reports	Timelines after contract commencement	Format of Submission
1	Monthly Progress Report summarizing activities undertaken during the reporting month, level of effort, stakeholder engagements, progress against the assignment, outputs/work products developed, issues, risks, challenges and planned activities for the following month.	Monthly, throughout the contract period	Soft copy
2	Contract completion report - summarizing all the activities undertaken by the consultant during the contract period, challenges, and recommendations as to how the challenges should be addressed.	Within 14 days after the end of contract	Soft copy

All reports shall be submitted in both hard and soft copies and addressed to:

Principal Secretary,
State Department for Agriculture
Ministry of Agriculture and Livestock Development

Cathedral Road, Nairobi
P. O. Box 30028-00100,
Nairobi, Kenya.

Attention: National Project Coordinator

All reports prepared by the Consultant shall be reviewed and submitted to the Director, AIRC, with copies to the National Project Coordinator by the 7th day after the end of the reporting month.

6.0 PAYMENT SCHEDULE/REMUNERATION

The Learning Designer shall be remunerated based on a monthly rate (a consolidated amount inclusive of all costs with clearly identified applicable taxes), which will be as proposed in the financial proposal and agreed upon at contract award. Remuneration will be based on national competitive rates, commensurate with the selected candidate's area of expertise and work experience, provided he or she has satisfactorily fulfilled all requirements stipulated here-in above.

Costs incurred by the Consultant outside the head office will be reimbursed upon submission of a statement of expense and verifiable supporting documentation.

Payment shall be monthly upon submission and approval of the monthly reports.

7.0 CONSULTANT'S QUALIFICATION AND EXPERIENCE REQUIREMENTS

- a) A minimum of a bachelor's degree in Communication, Instructional Design, Learning Design, Educational Technology, E-Learning, Curriculum Development, or a related field from a university/institution recognized in Kenya.
- b) At least five (5) years' demonstrable general experience in learning design, instructional design, curriculum/content development or digital learning.
- c) At least three (3) years' demonstrable specific experience in digital learning design, instructional content development, storyboarding, assessment design, learner engagement, e-learning development and learning evaluation.

8.0 MANAGEMENT AND ACCOUNTABILITY OF THE ASSIGNMENT

The Ministry of Agriculture and Livestock Development (MoALD), State Department for Agriculture is the Client for these services. The Learning Designer will report directly to the Director, Data and Digital Agriculture, and will work closely with the ICT team and relevant technical teams to facilitate the effective and successful implementation of the assignment.

9.0 OBLIGATIONS OF THE CLIENT

The Client will provide:

- a) Suitable furnished office space
- b) Telecommunication
- c) Transport to field assignments as and when required

The Client shall provide, free of charge, all existing information and will assist the Consultant in obtaining other relevant information and materials from governmental institutions and State authorities, where necessary. However, it is the duty of the Consultant to check the viability, quality, and suitability of this information. The information, data, and reports mentioned above will be available to the Consultant for unlimited use during the execution of the proposed services within the project.

When traveling individually on project duties, subsistence allowance shall be paid in the equivalence of the Public Service Job Group R rates. All individual travel shall be approved by the National Project Coordinator prior to the task.

10.0 OBLIGATIONS OF THE LEARNING DESIGNER

The Learning Designer shall perform and carry out the services with all due diligence, efficiency and economy in accordance with generally accepted professional standards and practices and shall observe sound management practices.

The consultant shall always act with respect to any matter relating to this Contract or to the Services and shall at all times support and safeguard the Ministry's legitimate interests in any dealings with third parties.

The Learning Designer has an obligation to disclose any situation of actual or potential conflict that impacts on capacity to serve the best interest of the Client, or that may reasonably be perceived as having this effect. Failure to disclose such situations may result in the disqualification of the Consultant or the termination of his/her Contract.

11.0 CONFIDENTIALITY, PROPRIETARY RIGHTS OF CLIENT IN REPORTS AND RECORDS.

All the reports, data, information, products and services developed, collected, or obtained from the implementing agencies etc., Client, and other Institutions during this exercise shall belong to the Client. No use shall be made of them without prior written authorization from the Client.

At the end of the Services, the Learning Designer shall relinquish all data, products and services, manuals, reports and information (including the database, codes, and

related documentation) to the Client and shall make no use of them in any other assignment without prior written authority from the Client.