

## Terms of Reference (ToR) for calling Consultant for Graphic Design Services

### **1. Background**

ActionAid Ethiopia is a Gender Justice, Good Governance and Poverty Eradication organization working to achieve gender equality and poverty eradication. In Ethiopia, AAE works to challenge various forms of power and build capacities to create people agencies of critical mass of communities especially women and girls living in poverty and exclusion to fulfil their rights, ensure redistribution of resources and build their resilience. We prioritize to work with women and girls and their organizations, networks civil society organizations, national and local government, and other allies to overcome gender injustice and structural causes of poverty, we engage in national level policy works to influence the agendas of women and girls to tackle gender injustice.

ActionAid Ethiopia is implementing various programs/projects under the four major strategic priorities to bring about social changes; aware and positively change the attitude of community towards gender equality; protection of women and girls from VAWG including but not limited to HTPs such as ending FGM/C and child marriage; promotion of health behaviors; economic justice; resilience and diversification of livelihood; climate justice, meaningful participation of youths in civic engagement, good governance; combating human trafficking, child labour, decent work and also humanitarian support in instances of crisis.

Different communication documents including but not limited to Social Behavioral Change (SBC) materials have continued to be very instrumental in communicating different messages towards attitude change and advocacy works.

Hence, AAE seeks to hire a professional graphic designer to advise; co design and produce quality communication products.

### **2. Objective**

The major objective of this task is for the professional consultant to advise, co-design and produce quality communication products for promoting positive changes that AAE works at various levels and to communicate the works of AAE through newsletters, website; social media pages etc. in line with communication and branding guidelines and principles of AAE.

### **3. Scope of the Assignment**

The consultant is expected to produce original / high quality and professional wide range of graphic design for communication materials to promote the vision, mission of AAE and support different SBC interventions towards bringing about social changes. The materials will follow ActionAid branding and graphic guidelines and will be used to improve/develop the design and layout of publications, web content, and other communication products.

### **4. Timeline and**

- The contract will be effective from date of signing for 1 year.

## 5. Expected Outcomes:

- Original, creative, and quality illustrations for articles, newsletters, policy briefs; manuals; billboard messages; reports, brochures, factsheets; posters, leaflet, and other communication/ visibility materials in print,
- Online, picture or video formats for the different thematic areas under the priorities/ programs of AAE.
- Graphic design/layout template for web articles and social media content.
  
- Incorporate feedbacks provided as suggested by Project managers and Communication Coordinator.

## 6. Methodology/Approach:

- The expert is expected to work in close consultation with the Project Manager and Communication Coordinator at ActionAid Ethiopia.
- Copyright and ownership - All materials produced, and other intellectual property will be solely owned by ActionAid Ethiopia.
- Any material provided to the expert will remain the property of AAE.

## 7. Qualifications and Experience Required

- Strong theoretical and practical background in graphic design, including the use of design software including but not limited to Adobe Design Premium, In-Design, CorelDraw, Final Cut HD, web design tools such as Dreamweaver and Flash, etc.
- Fluent in at least English and Amharic languages
- Clear and mature style of design, demonstrating an understanding of the communication requirements of ActionAid.
- Minimum of 3 years' experience in graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and colour management.
- Good understanding of new and evolving technologies and digital platforms.
- Knowledge of standard software packages, including MS Office– MS Access–MS Visio – Adobe Acrobat.
- Relevant working experience in similar assignments with different non-government actors in the development sector is desirable.
  - **Legal requirements:** Renewed professional license, VAT Certification and accreditations.

## 8. Evaluation of Applications:

Individual Consultants will be evaluated based on the above Cumulative Analysis methodology. The ranking of the Analytics Specialist/s shall be made based on proposals that are; a) responsive/compliant/acceptable; and b) having received the highest score out of set of weighted technical criteria and financial criteria as per below weightages (technical-financial): 70%-30%

Evaluation Parameters	Score out of 100
<b>Technical Aspects</b>	
Qualifications, and experience	30%
Understanding of the TOR	25%
Experience in the production of promotional videos for government/private sector institutions, international organizations, and CSO.	15%
<b>Total score for Technical Aspects</b>	<b>70%</b>
<b>Financial Aspect:</b>	
Reasonableness of financial offer considering the required professional service and payment scale of AAE	30%
<b>Total score for technical and financial aspects</b>	<b>100%</b>

#### 9. Submission of Application:

The consultant should demonstrate the following requirements in their application to be considered.

- The consultant must provide CV and application letter together with a complete set of technical and financial documents “Original” and “Copy” in a separately sealed envelope with one copy for each.
- The winner is required to comply ActionAid’s SHEA and Safeguarding Polices which will be delivered to them together with the contract agreement and must be filled and returned to AAE. If the winner fails to do this, the award will be cancelled automatically.
- The date for submission of tender document is on **May 2, 2023, on or before 2:00 PM (bid closing time) at our office.**
- The full TOR can be obtained from our Facebook page <https://www.facebook.com/actionaidethiopia>
- Consultant can obtain additional information through our Office telephone 0932025053.
- Only short-listed applicants will be contacted.
- ActionAid Ethiopia reserves the right to cancel all or any part of the bid.

**Address:** Addis Ababa, Lemi Kura Sub-city Woreda 13, House No.3044, behind CMC/Altad Street St. Michael Church (Opposite to Gast Cinema)

For more information, please contact us at:

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