

Annex 1 Terms of Reference

Subject: Graphic Design Services

Main tasks and responsibilities

Interpeace requires external providers for graphic design services to work closely with the Strategic Partnerships and Communications (SP&C) Unit, to provide creative design and layout services of communications materials, for both offline and online use, including reports and publications, factsheets, brochures, infographics, graphics for social media outreach, event collaterals and more. The designer will produce products based on content and guidance provided by Interpeace's SP&C Unit, in full compliance with Interpeace branding and style guide.

The provider will, under the general guidance of and in close collaboration with the Interpeace Graphic Designer, and the Nairobi-based Global Communications Senior Officer, be responsible for the development of visual concept, design and layout of creative, informative and innovative communications products for Interpeace programmes and initiatives as required. The provider will be expected to provide the following deliverables on demand:

- Develop visual ideas and concepts for Interpeace publications and social media engagement
- Graphic design for all type of communications material such as print publications, infographics, factsheets, brochures, banners, flyers, posters, resource booklets and presentations among others.
- Layout design and typesetting for electronic and printed publications
- Interactive graphics, PowerPoint presentations and graphics for videos.
- Layout and designing of communications materials for events and workshops (including booklets, invitation cards, banners, posters, infographics etc)
- Create social media friendly graphics

All other design related requirements as defined by the Interpeace communications team.

Functional Responsibilities

Provider will undertake the following activities/responsibilities:

- Ensure full compliance of graphic and visual communication products with the relevant brand guide and graphic standards
- Design and layout materials as agreed on a case by case basis with the responsible Interpeace Communication personnel
- Produce collateral materials for events, social media and websites
- Develop visual identities and logos
- Develop layouts, graphic design and pre-press for various informative and promotional materials (including but not limited to posters, banners, factsheets, leaflets, booklets, publications, calendars, bulletins, flyers, cards, signboards, infographics, etc.)
- Develop layouts, graphic design and pre-press for documents, reports and other products
- Develop and edit designs for maps, photographs, figures, charts, PowerPoint presentations and other graphic elements
- Create graphic illustrations and infographics which contribute to the effectiveness of presentations
- Ensure that all elements of visual communications and publications are in line with the professional graphic and technical standards
- Prepare or assist in preparation of or verify technical specification for print and/or production of various promotional materials
- Assist in establishing and maintaining of archive of graphic works
- Conduct other duties related to graphic design when needed

Required qualifications and skills

EDUCATION

- Degree in Graphic Design or diploma/certificate of completion of training course on professional graphic design or related courses
- Strong knowledge of Adobe InDesign, Adobe Illustrator
- Knowledge of Adobe Photoshop and Adobe Acrobat

EXPERIENCE

- At least 5 years of relevant professional experience in graphic design with a strong knowledge in book/report design
- Experience in producing designs for international organizations and non-profits will be a plus
- Experience working with cross-cultural, international organizations will be an asset.
- A good command of video editing software is an advantage

Language

Must be fluent in English with very good command of the French language.

Other requirements

- Candidates should clearly mention their availability and ability to complete tasks when required by Interpeace at very short notice

Competencies

- A good understanding of quality design composition, conceptual layout through to final design presentation and typography
- Basic, working or proficient knowledge of offset printing
- Excellent organizational, communication, service skills and attention to detail
- Ability to establish autonomously workflow processes to deliver products
- Ability to deal with confidential information and/or issues using discretion and good judgment
- Demonstrated ability to work under pressure and to meet deadlines

Behavioral Competencies:

- Ability to be flexible and respond to changes to graphics as part of the review and feedback process
- Strong interpersonal skills, able to communicate and work with diverse people

Contract modalities

Duration and scope

1. The contract will consist of an average of 4 days per assignment. An initial contract will run until 31 December 2020.

Reporting and coordination

2. The service provider must be available for online meetings different time zones.

3. The service provider will work under the general guidance of and in close collaboration with the Interpeace Graphic Designer, and the Nairobi-based Global Communications Senior Officer. They will coordinate on a monthly basis to define the scope of required deliverables and respective timeframes.
4. The service provider is free to accept, reject or suggest a modification of a requested task to guarantee that there is no conflict of interest or professional ethic issues arising out of his association with Interpeace under this contract.

Invoicing and payments

5. Together with a monthly invoice, the service provider will submit a short summary of tasks and deliverables completed together with a timesheet.
6. Invoices will be processed within one week after submission.

Intellectual Property

7. All information and designs related to each assignment as well as the outputs produced while under the agreement are a property of Interpeace.