

Background

Established in 2006, AGRA is an African-led and Africa-based institution that puts smallholder farmers at the center of the continent's growing economy by transforming agriculture from a solitary struggle to survive into farming as a business that thrives. Together with our partners, we are working to sustainably grow Africa's food systems.

AGRA strengthens seed systems, develops, and promotes sustainable farming practices, helps unlock trade and markets, and supports governments who lead their countries' development. We work with farmers to adapt to climate change, increase soil health, and protect the environment. AGRA believes deeply in the urgency of reducing the inequality that women face in agriculture, and to unlocking the power and innovation of youth.

For more information about AGRA, visit our website: <https://agra.org/>.

Objective of the Assignment

AGRA is looking for two graphic designers to work in consultation with AGRA's Communication and other Units to document and design original graphic design & layout services.

Specific Objectives

1. The graphic designer will contribute to the development and improvement of the design and layout of publications, web content, presentations, and other communications products of AGRA as per its branding and graphic guidelines.
2. The graphic designer will advise and contribute to the preparation of all communication materials and platforms, including print and digital media that will convey key information while helping to build AGRA brand.

Scope of Work

The individual is required, at the minimum to do the following:

1. Ensure that publications, reports, and products are produced in line with AGRA's brand guidelines.
2. Deliver creative and innovative ideas for print, electronic, web-based, and animated presentations. The supplier needs to deliver award winning concepts that are latest in the market esp DevTech such as DataViz, Motion Graphics, and GIFs.
3. Design and layout of reports and other products that are creative and eye-catching.
4. Carefully design assorted collaterals that communicate the ideas with clarity.
5. Improve and edit artwork, photos, charts, and other graphic elements.
6. Layout and design of integrated communication information and communication materials (banners, posters, booklets, leaflets, books, calendars, bulletins, flyers, cards)
7. Create animations for illustrative purposes such as presentations and more advanced solutions (graphic digitalization), this should be packaged in a hard drive.
8. Custom photo editing (Customization of photo & video editing, Motion Graphic, color tonalities)

RFP: Consultancy for Graphic Design and Layout

Hiring organization

Alliance for a Green Revolution in Africa (AGRA)

Employment Type

Full-time, Consultancy

Duration of employment

12 Months

Industry

Agriculture

Job Location

Nairobi, Kenya

Valid through

28.07.2023

9. Deliver creative graphic and technical solutions for the use of new media
e.g. TikTok, LinkedIn, Twitter, Facebook, and YouTube.
10. Creating graphics and infographics to accompany publications.

Qualifications

1. Education

Diploma in graphic design (or other relevant degree in design) would be an asset.

2. Expérience

- a) 3-5 years of relevant work experience in the field of graphic design/layout/publication production is a must.
- b) At least three years of strong graphic design skills, including the mastery of all standard design software included in the Adobe Creative Suite.

3. Competencies

- a) Good knowledge and excellent command of new and evolving technologies and digital platforms, including excellent working knowledge of MAC OS, InDesign, Photoshop & Illustrator, Adobe Acrobat, and MS Office as well as other graphic tools along with graphic optimization skills.
- b) Demonstrate strong creative ideas and concept and layout design skills.
- c) Advanced knowledge of printing and pre-press processes (both digital and offset printing)
- d) Advanced knowledge of basic computing, particularly Microsoft Office is a must.
- e) Operating of office, network, and large format printers (plotters) is required.
- f) Advanced knowledge of photography and image editing.
- g) Ability to produce a high-quality design and deliver timely and high-quality results under tight deadlines.
- h) Excellent communication skills.
- i) Has a portfolio that shows creative flair, the ability to work to a brief, produce artwork to the highest creative standards and deliver brand consistency.

Selection Criteria

Interested individuals shall be evaluated against the following technical criteria:

- a) General Qualifications
20%
- i. Relevant academic qualifications
- b) Experience of the consultant40%
- i. Meet requirements as outlined in paragraph 3 above (scope of work).
- ii. Sample of similar work carried out.

c) Key competencies
.....40%

Total
.....100%

Note:

Minimum technical score – 75%

Selection method: Individual Selection method

Application Submission Requirements

a) Technical Proposal

1. Detailed Curriculum Vitae
2. Detailed reference list indicating the scope and magnitude of similar assignments carried out.
3. Demonstrate possession of qualification and experience required.
4. The technical proposal should be comprehensive yet brief e.g., in PowerPoint. CV, copies of academic certificates, and other supporting documentation may be attached as annexes.

b) Financial Proposal

1. The individual shall provide a financial proposal for carrying out the assignment. The breakdown of total fees per rate card is provided above.
2. Professional fees shall include the applicable withholding tax.
3. Prices must be quoted in USD (\$). Contracting will be in USD and bidders are encouraged to have a USD bank account.
4. The financial proposal shall be sent as a separate attachment and **MUST be password protected.**

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