

## **REQUEST FOR EXPRESSION OF INTEREST**

### **AFRICAN DEVELOPMENT BANK**

Corporate Strategy and Policy Department (SNSP)  
Immeuble du HQ  
Avenue Joseph Anoma  
01 BP 1387 ABIDJAN 01  
COTE D'IVOIRE

#### **Expressions of interest are being requested for a Graphic Designer**

**Brief Description of the Assignment:** The Strategy and Operational Policies Department (SNSP) of the African Development Bank invites individual consultants (here on referred to as “the Consultant”) to indicate their interest in the following assignment: **GRAPHIC DESIGNER**.

The primary objective of the assignment is to provide high quality and timely layout and design services, in both English and French. This includes using approved layout templates or designing templates for key document series, designing functional and appealing data visualizations, developing graphics for related media (print, web, social media), and setting key documents in professional graphic design software, thereby enhancing the visual identity of all publications in the department, in keeping with already-established brand identities, and under the overall guidance of the Communication and External Relations Department (PCER.)

The eligibility criteria, the establishment of a short list and the selection procedure shall be in conformity with the African Development Bank’s **Procurement Policy for Recruitment of Corporate Consultants**. Please, note that interest expressed by “the Consultant” does not imply any obligation on the part of the Bank to include them in the shortlist.

The Individual Consultant’s assignment may be modified for other related tasks so long as they are consistent with their qualification and experience.

**Departments issuing the request:**

SNSP

**Place of assignment:**

The Individual Consultant will have to work remotely  
She/He will provide an estimated workload for each deliverable.

**Duration of the assignment:**

6 months

**Tentative Date of commencement:**

March 6, 2023

**Deadline for applications:**

February 26, 2023 at 17:00 GMT

**Detailed Terms of reference for the assignment:**

See below

**Applications to be submitted by email only to:**

Interested candidates are invited to submit a CV, Cover Letter and portfolio to [e.gundersen@afdb.org](mailto:e.gundersen@afdb.org) ;  
[h.majoul@afdb.org](mailto:h.majoul@afdb.org)

Any questions and requests for clarifications may be sent to: [e.gundersen@afdb.org](mailto:e.gundersen@afdb.org);  
[h.majoul@afdb.org](mailto:h.majoul@afdb.org)

## **Terms of Reference**

### **1. Background**

#### **The Bank**

Established in 1964, the African Development Bank (AfDB) is the premier pan-African development institution, promoting economic growth and social progress across the continent. With 80 Member Countries, including 54 in Africa (Regional Member Countries), the Bank's development agenda is delivering the financial and technical support for transformative projects in Africa that will significantly reduce poverty through inclusive and sustainable economic growth. In order to sharply focus the objectives of the Ten-Year Strategy (2013 – 2022) and ensure greater developmental impact, five major operational areas, all of which the Bank's delivery for Africa have been identified for scaling up. The five which are also known as the High 5s are Light Up and Power Africa, Feed Africa, Industrialize Africa, Integrate Africa, and Improving the quality of life for the people of Africa. The Bank is seeking to build a management team that will lead the successful implementation of this vision.

#### **The Department**

The Strategy and Operational Policies Department (SNSP) proposes to recruit a graphic designer (the "Consultant") to assist in its activities of preparing and publishing a series of documents.

SNSP is responsible for developing the corporate vision and the strategic perspectives for the Bank through formulating, revising, and providing advice on operational policies and procedures. SNSP works across the institution, helping to ensure strategic and policy focus in decision-making, and improving alignment of resources with strategic priorities. SNSP is also mandated to contribute to the development of new ideas and concepts for corporate initiatives and advises the Bank on innovation and institutional efficiency-related matters.

In this context, SNSP has committed to the completion of a number of deliverables including but not limited to: (i) sector and thematic strategies, policies, guidelines and the Operations Manual, (ii) outreach activities and training; and (iii) operational studies and research papers. The successful completion of these deliverables will require them to be accompanied by comprehensive dissemination and outreach activities.

As part of its 2022 Work Program, SNSP is leading the preparation of the Bank's new long-term strategy (the Ten-Year Strategy or TYS 2023-2032) and the INNOPitch initiative, which is an innovation platform open to all AfDB employees bringing innovative thinking to the forefront of the Bank's work.

The main objective of the proposed assignment is to assist SNSP in designing content, branding, presentations, and ensuring delivery of all materials produced by SNSP staff. The Graphic Designer will provide graphic design support and layout of information and communication materials, while actively contributing to the creative process through close collaboration with the Communication and External Relations department, PCER. The Graphic Designer will ensure that communication materials and products follow the Bank's graphic guidelines, provide the best functionality and usability, and contribute to the overall branding and communication for the New long-term strategy and the INNOPitch initiative programs and outreach initiatives.

### **2. Scope of the Assignment**

#### **INNOPitch Initiative**

Under the general supervision of the Director, the services required from the SNSP Graphic Designer include, but are not limited to, the following:

- **Website Design** – Advise PCER on update requirements for the INNOPitch website
- **Communication Phases:** Develop branding using existing logo and brand colours to create a toolkit for a range of communication products which successfully reflect the INNOPITCH campaign and key messages, while appealing to a varied audience.

Indicative works as outlined below;

- 30 Banners for emails
- 30 Banners for intranet
- 30 Banners for INNOPitch website
- INNOPitch signature
- Other prescribed assignments as requested in various dimensions

Designs to be produced for the following;

- Banners and Branding material for the 4 phases (Launch, pitch your idea, Pitching event, Award ceremony)
- Virtual Backgrounds for various phases
- Reports (4 of max 9 pages)
- Digital Reports
- Designal designs for the web platform
- Pitching Day (backdrop design, banners, posters, digital material designs)
- Award Ceremony including back drop, banners, digital signage, certificate designs to all winners and participants, posters)
- INNOPitch Award (proposed design)

- **Launch of the Campaign:** Provide overall technical support in layout, design and production of information and communication materials from concept stage to final delivery, while actively contributing to the creative process, and making requested revisions based on team feedback.
- **Pitching the idea:** Deliver creative and innovative ideas and artwork layout and design of communications and branding materials for electronic, digital distribution, web-based, animated presentation, and printing.  
Create animations for illustrative purposes for use in various materials such as PowerPoint presentations and more advanced communication options (web videos graphic editing, graphic digitalization).
- **Voting Phase:** Develop visual identities (mobile-responsive, where appropriate) for use in a broad range of communication materials (including print, web-based and social media).
- **Selection of ideas:** Interact with PCER to ensure that all communication products are produced in line with AfDB's brand guidelines and standards.
- **The Bank's New Ten-year strategy**  
Develop a broad range of communication and branding material for:
  - Banners (emails and intranet) and screen savers
  - Web-based, social media and print
  - Reports, Digital Reports
  - Roll ups

Create animations for illustrative purposes for use in various materials such as PowerPoint presentations and more advanced communication options (web videos graphic editing, graphic digitalization). Other prescribed assignments as requested

- **The Newsletter**
  - Design the departmental digital newsletter

- Design and produce other communication materials that SNSP Management and/or staff may deem necessary and relevant. For example, the design of fliers, banners and other communication materials for workshops, seminars, etc.

### **3. QUALIFICATIONS AND REQUIRED SKILLS**

The candidate must have a minimum of a university degree or specialized diploma in Graphic Design, Art & Design or related field and at least 5 years of relevant work experience in graphic design for copy, print and online media, web and motion design.

Excellent knowledge and proven experience of principles of graphic design, as well as industry standard tools such as Photoshop/Adobe Illustrator to produce high quality on-trend designed copy; including knowledge of MailChimp. Knowledge of the work of international organizations in general and AfDB in particular is a plus. Other desired skills, knowledge and experience desired include:

- Excellent organizational skills, including the ability to respond very quickly to demands and an ability to deliver high-quality products under tight deadlines;
- Strong interpersonal skills including an ability to communicate effectively with the team and swift responsiveness to correspondence; and,
- Ability to communicate effectively in English and French
- Excellent client relationship management skills and capacity to deliver high-quality work within tight deadlines.
- The consultant should have a working experience with Microsoft Office Suite (Word, Excel, PowerPoint, MS project, Visio, etc.) and good knowledge of operational management systems.

### **4. Workplace and Schedule**

The Consultant will work remotely. The duration of the contract will be 6 months.

#### **5. Report, Duration, and location of the assignment**

The consultant is expected to begin as soon as possible, with a contract duration of 6 months with possible extension. All the campaign material and content created by the Consultant, will need to be cleared by David Maingi, Division Manager, PCER 2, before adoption.

#### **6. Remuneration**

Remuneration will be commensurate with experience, in line with the AfDB compensation guidelines. The consultancy fees will be paid in a monthly lump sum on receipt of appropriate and timely deliverables.

The consultant will be responsible for obtaining personal health insurance at their own cost. The cover should include all medical expenses, including those resulting from illness or injury incurred during the duration of this assignment.

#### **7. Reporting Language**

The consultant will work in English and submit reports in English, but must have the ability to read, write and communicate in French.

#### **8. Application and Evaluation Process**

The position is open to nationals of the Member Countries of the AfDB. Interested applicants are requested to send an updated Curriculum Vitae (CV) and Cover Letter specifically mentioning in

the subject line **A GRAPHIC DESIGNER** detailing their qualifications and experiences to the email addresses provided by 26 February 2023.

The prospective consultant's expression of interest will be evaluated based on the following criteria and weights:

(1)	General qualifications and adequacy for the assignment to be undertaken	30
(2)	Similar experience in the area of expertise of the assignment through samples	40
(3)	Experience with the Bank and/or multilateral development organizations	20
(4)	Langage Proficiency	5
(5)	Knowledge of Africa (environment of the assignment)	5

Only Consultants who will score more than 70% will be short-listed.