

Terms of Reference

Graphic Design Consultant – 2022 Annual Report

Background and Overview: About AWDF

The African Women's Development Fund (AWDF) has operated as a feminist grant-making fund since its establishment in 2000. Over the years, our work has aimed to resource local, national, and regional women-led organisations to promote women's rights and amplify African women's leadership in all spheres of life. As Africa's first continental women's fund, AWDF is a pioneer of African feminist movement-building and philanthropy on the continent. As we embody our African feminist values of transparency and accountability, we aim to craft an Annual Report that reflects our achievements and weaves together the inspiring stories of African women and girls in all their diversities, movements, and communities whose lives have been impacted by our work.

To achieve its mandate, the AWDF is looking for a consultant or a group of consultants to support the design and layout of its comprehensive 2022 Annual Report.

AWDF's previous annual reports: [2021](#), [2020](#), [2019](#) and [2018](#).

Purpose of the Consultancy

The primary goal of this assignment is to craft a compelling design and layout for AWDF's 2022 Annual Report. This report details significant activities conducted throughout 2022 within the organisation alongside pivotal financial and statistical data. The project mandates a visually striking and vibrant graphic layout for the 20 to 30-page report that encapsulates AWDF's brand essence. Graphics should underscore the report's major takeaways and resonate with its overarching theme. Accordingly, they should exude brightness, positivity, and a celebratory vibe. Designers are encouraged to think outside the box in representing data and the theme. For instance, while infographics are an option, innovative ideas such as using a hand illustration to depict expenditure breakdown could be explored.

The consultant will produce a web-ready (pdf) document for AWDF's 2022 Annual Report and submit the design concept and key design assets (fonts, key graphic elements) for future usage.

Scope of Work

The consultant's responsibilities will include the following tasks:

- Initial discussion with AWDF team on annual theme and direction of design
- Discussion with the consultant working on the annual report design to ensure unity of theme and graphics
- Draft concept for the design of the AWDF 2022 Annual Report, including at least 2 options for design approach and colour scheme

- Design and layout 1 Annual Report document (approx. 20-30 pages of word text with hyperlinks, images, and tables/ infographics)
- Conduct adjustments/edits based on review by AWDF staff and guide editors.
- Submission of the final web-ready version (PDF) and the core graphic elements (fonts, illustrations and other design elements developed).

Timeline

The designer shall be required to submit the final design within three weeks of the assignment starting.

Management of the consultancy

AWDF's Executive Office and Knowledge and Voice Departments will oversee the execution of this work and coordinate the day-to-day activities. They will establish an administrative and technical support mechanism, including compiling and forwarding all the necessary project documents and guiding any other logistical arrangements required.

Consultant's profile and qualifications

The consultant should have:

- Extensive experience in designing and laying out documentation of organisational reports or similar publications using professional design software (e.g. InDesign, Illustrator) are essential
- Ability to work under time-sensitive deadlines
- Excellent interpersonal skills and flexible attitude
- Proven ability to work to tight deadlines
- Knowledge of and/or prior collaboration with women's rights organisations on design initiatives is a plus
- Commitment to AWDF's values of feminist leadership, accountability, diversity, respect and solidarity.

Qualified African women and gender-diverse candidates, including those identifying as women, are encouraged to apply.

How to Apply

Interested applicants should send a brief technical and financial proposal to the Executive Manager at consultants@awdf.org with the email subject header: *Application for consultancy- Graphic Design*. Also, add a CV or profile of your previous experiences in a similar capacity.

Submissions must be received on or before October 20th, 2023.