

Terms of Reference

Retainer Consultant: Graphic Design, layout and Inspiration

About AWDF

The African Women's Development Fund (AWDF) strives for Africa to become a continent where gender justice is fully achieved for all African women, girls and gender-diverse people, and dignity and freedom are a reality for all Africans.

In its first 22 years, AWDF disbursed nearly USD 68 million to women's rights and feminist organisations, primarily throughout Africa (and in selected Middle Eastern countries through one of our projects). AWDF has supported work that led to changes in law and policy, social norms, narrative, and movement-strengthening for gender justice. Building on its strong track record, AWDF's ten-year strategic framework (2023-2033) seeks to guide its efforts to advance gender equality and gender justice for girls, women and gender-diverse people across Africa. At its core, the strategy's focus is on resourcing, nurturing and strengthening those who are best placed to achieve transformative change: African women's rights and feminist groups, organisations and movements.

BACKGROUND TO THE CONSULTANCY

In line with AWDF's strategic priority three which focuses on preserving and advancing diverse feminist narratives, AWDF is keen on co-creating and packaging content and various knowledge materials to embody the diversity, versatility, creativity and spirit of African feminist and women's rights movements. We do this through collaborating with African feminist content creators and artists from across Africa.

To this end, AWDF is seeking the services of a consultant or a group of consultants to lead the design and layout of a range of project and activity-based knowledge and content materials. These include posters, banners; events briefing packs, social media key messages, graphic tiles, short reflection materials etc. The consultant must demonstrate capacity to employ diverse design and layout tools including illustrations, images, drawings, graphics, cartoons etc in line with AWDF's brand and essence.

ENVISIONED LIST OF CONTENT MATERIALS TO DESIGN

*Designs for all products are by four (English, French, Arabic and Swahili). Please note that this list may change with some materials being removed or added. The latter will be done in conversation with the consultant and any implications openly discussed.

1. Events Invitation banners and posters [10 pieces of source language]
2. Events briefing packs [5 pieces of source language]
3. Social media key messages tiles [20 pieces of source language]
4. 5 pages each – Reflections documents [6 pieces of source language]
5. 3 pages each – Key issues documents [6 pieces of source language]
6. 3 pages each – Project descriptors/brochures [5 pieces of source language]

SCOPE OF WORK

The tasks of the consultant include:

- Review the range of proposed materials for design and layout and hold an initial debrief meeting with AWDF to clarify the assignment including initial thoughts and clarity on the themes and direction of design.
- Create and share design sketches for the products including options for the design approach and colour schemes.
- Design and layout the materials using a range of tools that accentuate images, tables/infographics, etc.
- Make adjustments/edits based on review and comments by AWDF staff.
- Reproduce approved designs of the English products into translated versions of various languages as will be directed by AWDF.
- Submit final web-ready versions (PDF) of all the designed materials in three languages.
- Use design inspirations from the main products to reproduce shorter designed tiles for social media tiles with in-built formatting for AWDF's website, LinkedIn, Twitter and Facebook etc
- Submit the core graphic elements (fonts, illustrations and other design elements developed) including selected graphics as separate files that AWDF can use for dissemination and visibility on our sites.

LOCATION

This consultancy is desk-based and will not involve travel.

DURATION OF THE ASSIGNMENT

This assignment is estimated to span nine months between April – December 2024.

CONSULTANT'S PROFILE

The consultant should have:

- Extensive experience designing and laying out organisational documentation, including annual reports, technical reports or similar publications, using professional design software (e.g., InDesign, Illustrator).
- Prepare to provide samples of past similar work
- Knowledge of and working with women's rights in Africa is essential
- Excellent interpersonal skills and flexible attitude
- Proven ability to work under tight deadlines
- Commitment to the AWDF's values of feminist leadership, accountability, diversity, respect and solidarity.

HOW TO APPLY

Please send your CV and 2 design samples to consultants@awdf.org. Email subject header: Application: Design and Layout Consultancy by March 20, 2024.