

Terms of Reference

Graphic Design Consultant - 2019 Annual Report

1. BACKGROUND

The African Women's Development Fund was established in June 2000, as an Africa-wide philanthropic, grant making initiative to support the realisation and fulfilment of African women's rights through funding of autonomous women's organisations on the continent. AWDF believes that if women and women's organisations are empowered with skills, information, sustainable livelihoods, opportunities to fulfil their potential, plus the capacity and space to make transformative choices, then we will have vibrant, healthy and inclusive communities. To achieve this, AWDF mobilises financial, human and material resources to support local, national, and regional initiatives for transformation led by African women.

AWDF's current strategic plan "*Shaping the Future*" (2017-2021) focuses the organisations work around investments to build the best possible future for women in Africa. As an organisation AWDF is committed to changing the narrative around Africa women, and highlighting African women's agency, expertise, leadership and ability to transform societies towards justice.

OBJECTIVES OF THE CONSULTANCY

The main objective of the assignment is to design and layout the AWDF 2019 Annual report which covers major activities undertaken in 2019 across the organisation and key financial and statistical data about the organisation. The assignment includes providing a strong, visually appealing and dynamic graphic layout of the 15 page report, capturing AWDF's brand and essence.

The consultant will produce a web-ready (pdf) document for AWDF's 2019 Annual Report, and submit the design concept and key design assets (fonts, key graphic elements) for future usage.

SCOPE OF WORK

The tasks of the consultant include:

- Initial discussion with AWDF team on annual theme and direction of design
- Draft concept for the design of the AWDF 2019 Annual Report including at least 2 options for design approach and colour scheme
- Design and layout 1 Annual Report document (approx. 15 pages of word text with hyperlinks, images, and tables/ infographics)
- Conduct adjustments/edits based on review by AWDF staff and guide editors.
- Submission of final web-ready version (PDF) and the core graphic elements (fonts, illustrations and other design elements developed).

LOCATION

- This consultancy is desk based and will not involve travel

CONSULTANTS PROFILE

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) is 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 candidates are encouraged to apply.

DURATION OF THE ASSIGNMENT

The designer shall be required to submit the final design within 3 weeks of the assignment starting

To apply

Please send a CV, cover email and design portfolio to consultants@awdf.org with the email subject header: *Application for consultancy- Annual Report design* . Emails should be addressed to The Human Resources Manager.

Submissions must be received **no later than 27 March 2020**.