

REQUEST FOR EXPRESSIONS OF INTEREST

AFRICAN DEVELOPMENT BANK

CCIA Building, Avenue Jean Paul II 01 B.P. 1387 Abidjan 01 – Côte d'Ivoire
“Human Capital, Youth and Skills Development Department”

1. The African Development Bank hereby invites Consulting Firms to indicate their interest in the following Assignment: **Communication, Editing, Branding and Infographics Consultant**

The Job's for Youth Strategy (JfYA) hosted under the Human Capital, Youth and Skills development Department, is looking to hire a consultancy firm to support its communication, branding and delivery of its key vision to high level stakeholders including international development actors, donors and governments in a comprehensive manner. The main activities required are the development of a comprehensive branding a communication methodology for the production of “on the call” and reader friendly documents such as project reports, impact reports, teasers, newsletters and power points in order to enhance the delivery of the department's key achievements to internal and external audiences. Thus, translating complex and technical content to digestible reports/documents.

2. The services to be provided under the Assignment include:

- a. *Editing*

Under the overall guidance of the Jobs for Youth in Africa Initiative and the immediate supervision of the Jobs for Youth Coordinator, the firm will be required to edit and proof read strategy documents, impact reports and marketing materials. Specifically, the firm will be required to carry out the following:

- Contribute to establishing the editorial policy and practices for language usage.
- Branding
- Ensure that the report meets high quality standards in language usage, presentation and readability.
- Sharpening the English language where necessary to ensure clarity.
- Propose infographics where necessary to simply overall readiness by using of visuals.
- Crosscheck data in main text against those given in tables and figures.
- Assist in any other way to ensure successful preparation and editing of the Report.

- b. *Graphic Design and infographics*

Under the overall guidance of the Jobs for Youth in Africa Initiative and the immediate supervision of the Jobs for Youth Coordinator, the firm will be required to provide graphic design services as part of the preparation and publishing of marketing materials. Specifically, the firm will be required to carry out the following:

- Suggest specific templates for annual reports, impact reports, newsletters, power points, and marketing materials justifying the choices made and advising the JfYA team on the colors to use, as well as lay-out for the charts and visuals.
- Display information and content in a simple, functional and appealing way, including text, images, tables and charts.
- Publications will be made on paper and electronically. The firm must be able to propose alternatives in relation to these two media.
- Propose infographics where necessary.

c. Printing

The firm will be responsible for printing and shipping of documents and marketing materials as necessary

3. The Human Capital, Youth and Skills Development Department invites Consulting Firms to indicate their interest in providing the above-described services. Interested eligible Consulting Firms or associations of Consulting Firms shall provide information on their qualifications and experience demonstrating their ability to provide the services (documentation, references for similar services, experience in comparable Assignments, availability of qualified staff, etc.).
4. The eligibility criteria, the establishment of a short list and the selection procedure shall be in conformity with the Bank's **Rules and Procedure for the Use of Consultants** under projects financed by the Bank Group, May 2008 Edition, revised on July 2012 available on the Bank Website at <http://www.afdb.org>. Please, note that interest expressed by a Consulting Firm does not imply any obligation on the part of the Bank to include it in the shortlist.
5. The estimated duration of services is for one year or more under Indefinite Delivery Contract (meaning on call services with rates to be agreed upon project by project basis) and the estimated starting date is January 15th 2019.
6. Interested Individual Consultants may obtain further information at the address below during the Bank's working hours: 9 to 5 local time.
7. Expressions of interest must be received at the address below or email below no later than Thursday December 20th, 2018 at 23h59 local time and specifically mentioning [**Communication, Editing, Branding and Infographics Consultant**]

For the attention of : Mr Ilyes Bdioui
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 Human Capital, Skills and Youth Development Department
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