REQUEST FOR EXPRESSIONS OF INTEREST
FOR A JUNIOR CONSULTANT
AFRICAN DEVELOPMENT BANK
NON SOVEREIGN OPERATIONS & PRIVATE SECTOR SUPPORT DEPARTMENT
(PINS)
CCIA BUILDING 01 BP 1387, AV. JEAN-PAUL II, ABIDJAN 01 CÔTE D’IVOIRE

Title of the assignment:  Junior Consultant – Graphic Designer

Brief description of the assignment:  The African Development Bank’s PINS Department is seeking the services of an in-house Graphic Designer to help promote and disseminate information of key significance to the advancement of the overall goals and objectives of the Department, in a creative, engaging and strategic way.

Place of assignment:  Abidjan, Côte d’Ivoire

Duration of the assignment:  6 Months

Tentative date of commencement:  August 1st, 2019

Deadline for applications:  July 19, 2019 at 5 pm GMT

Applications to be submitted to:  c.ahoua@afdb.org; m.zahmoul@afdb.org

Any questions and requests for clarifications may be sent to:  c.ahoua@afdb.org; m.zahmoul@afdb.org

Terms of Reference for Consultant – Graphic Designer

Introduction:

Private sector development is one of the strategic priorities of the African Development Bank Group, and private sector (non-sovereign) operations have grown dramatically over the past few years. In view of the Bank’s new vision aimed at implementing the High 5s strategy, by building on the Private Sector to ensure profitability and financial sustainability, Private Sector Development is anchored on key principles focused on making the Bank more agile, efficient and client-centric. It also supports the Bank’s enabling environment reform programs to improve the investment climate in Africa.
The Global Client Management (GCM) team of the Private Sector Support Department requires the recruitment of a Junior Consultant with the ability to work as a team member but also on their own initiative. Under the guidance of the Global Client Management Officer, the designer will be able to conceptualize, design and produce strong design elements for print and online usage. The incumbent should have an understanding of communication & marketing concepts and good ICT skills. A creative and enthusiastic flair and a keen eye for detail are key to this position.

**Objectives of the assignment:**

The overall purpose of this assignment is (i) to assist to enhance PINS communications and outreach initiatives, (ii) to advise and contribute to the preparation of all communication materials and platforms, including print and digital media that will convey key information while helping to build an AfDB Private Sector brand. The consultant’s contribution, together with the Global Client Management team’s work shall give more visibility to PINS existing activities and programs as well as fields of intervention, both financial and non-financial including technical assistance, communicate the development impacts and achievements of the Bank’s private sector activities and reach out to potential clients and partners.

**Main activities**

This position will suit someone who is highly methodical, detailed and hard working with a creative spark and sound knowledge and understanding of graphic design.

**Key Tasks & Responsibilities will include:**

- Representing the brand correctly within the parameters provided; being a brand ambassador
- Applying knowledge of process and branding to successfully execute and complete various types of GCM materials (offline web pages, online event information and booking pages, brochures, catalogs, training documents, newsletters, factsheets, PowerPoint presentations, briefs and any other business development material)
- Executing document layout, design and revisions
- Reviewing final layouts and suggesting improvements, as needed
- Generating designs from concept stage to final delivery and actively contributing to the creative process
- Preparing and communicating instructions for final assembly and print preparation both internally and with external service providers
- Striving for “zero tolerance” of errors when editing/proofreading/spell checking and having documents reviewed by peers as applicable
- Attending divisions and team meetings and communicating project status and availability of support material for managers/staff in their GCM related work
- Seeking input, identifying marketing opportunities, exploring resources, processes and guidelines for dissemination on online platforms
- Developing FAQs for consistently-high customer service
- Maintaining archive of presentations, flyers, country, region and sector profiles, including standard file structure, sharing best products, knowledge and expertise
- Communicating closely with internal and external clients
- Adding content to digital platforms (Private Sector website, support portals, etc.)
- Creating and managing an image and video library
- Adding content to digital platforms (Private Sector website, support portals, etc.)
- Editing and uploading video to online platforms (Vimeo/YouTube) – basic level
- Managing clients lists and mailing lists
- Assisting in the development and maintenance of comprehensive contact databases for Management
- Coordinating with the Communication Department (PCER) and IT Department (CHIS) the development and deployment of communication and client connectivity and access to private sector information tools (Web and Intranet, visual communication materials)
- Perform miscellaneous job-related duties as assigned

Expected Deliverables

The consultant will be expected to deliver these services in the context of the Terms of Reference in a timely manner.

The consultant will be expected to deliver the following items during and at the end of the period of the project:

- At least five (5) engaging and professional marketing materials/platforms
- An updated database of contact information of regional and international media outlets as well client database of contacts
- A gallery of photos/videos of PINS projects
- Two bi-monthly and one final report detailing the work undertaken

Duration of the assignment:

The assignment will be for 6 working months. The duty station will be the AfDB Headquarters in Abidjan.

Qualifications

The candidate shall meet the following minimum requirements:

1. Advanced university degree (Masters or equivalent) in Digital Media or other related field;
2. A minimum of two (2) and a maximum of five (5) years of graphic design experience along with a proven knowledge of graphic layout and design across multiple media channels. Experience in the area of web platform development/management is desirable. Experience in video editing would be considered an asset;
3. Conversant with design software (Photoshop, Illustrator, InDesign, Premiere Pro, WordPress, etc.);
4. Intermediate to advanced MS Office skills, particularly Microsoft Word, PowerPoint and Publisher;
5. Demonstrated experience in visual messaging and informational graphics;
6. Excellent verbal and written communication skills in French and English;
7. A creative mindset and the ability to work well under pressure, completing tasks efficiently, and handling tight deadlines;
8. Experience leading small design teams and providing support to multiple stakeholders;
9. Strong interpersonal skills, ability to coordinate/manage multiple tasks simultaneously and be a forward thinker;
10. Ability to work with various departments and resolve challenges;
11. Be under 32 years of age;
12. Be a national of one of the member countries of the Bank.

Selection criteria:

i. At least a Master’s degree (or its university equivalent) in Graphic Design, Digital Media or similar;
ii. A minimum of two (2) years of work-related experience in graphic design with proven knowledge of graphic layout and design across multiple media channels;
iii. Demonstrated experience in the use of one (1) or more standard design software (Illustrator, Photoshop, InDesign, etc.);
iv. Experience in the area of web platform development/management is a plus.

The selection criteria for junior consultants will be based primarily on the evaluation of their curriculum vitae, as well as their experience in undertaking similar activities with other firms and institutions and their availability.

Remuneration:

The Consultant will be paid a competitive monthly lump sum for the entire period in accordance with Bank’s scale set for Junior Consultants and commensurate with the number of years of relevant experience.

Please attach an updated Curriculum vitae on the basis of the template attached.
APPENDIX: MODEL CURRICULUM VITAE (CV)

Title of the Assignment:

Department:

Surname: First Name:

Birth Date: Nationality:

Address: Country:

Telephone: E-mail:

Are any of your family members (spouse/partner, father/mother, Brother/sister, Son/daughter, etc. *) employed in the African Development Bank?

Yes ☐ No ☐

If «Yes», the following data must be provided

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<th>Relationship</th>
<th>Organization Unit</th>
<th>Place of Assignment</th>
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**Key Qualifications:**

Please provide (i) a summary of your experience and training highlighting the most relevant for the proposed assignment, and (ii) the responsibilities which you exercised. Utilize one half-page maximum.

**Education (University Level and above only):**

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**Professional Training:**

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<th>Certificates or Diploma Obtained</th>
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Employment Record:

Begin with your most recent employment. For each job since your Master Degree achievement, please indicate:

- Name of the Employer
- Type of Activity/Business of the Employer
- Title / Function
- Place of Employment
- Brief Description (three lines maximum) of main accomplishments and responsibilities

Reference:

Please indicate the name and address of three persons with no family relationship with yourself, familiar with your character and titles.

I hereby certify that the responses which I provided above are all, to the best of my knowledge, true, complete and accurate. I acknowledge that an inaccurate statement or essential omission in a personal declaration or another document required by the African Development Bank might result in the rejection of my application, termination of my Contract or any other administrative sanction by the Bank. The African Development Bank may verify any statements which I made in this application.

Date: ____________

Signature: