

# TERMS OF REFERENCE

## Consultant-Graphic Designer, Spotlight Initiative 2020 Annual



### 1. INTRODUCTION

Despite a slowdown in programmatic activities due to COVID-19 restrictions, in 2020, the Liberia Spotlight Initiative (LSI) achieved major milestones in the overall effort to prevent violence through strengthening critical institutions, laws, and services and engaging the broader community, while also expanding the baseline level of essential response services for survivors and at-risk vulnerable groups of women and girls. A total of 221,287 people including 112,882 Women, 34,533 Girls, 45,545 Men, 28,418 Boys directly benefitted from the programme. And while another 699,858 - including 429,738 Women, 106,699 Girls, 98,389 Men, 65,032 Boys - indirectly benefited from the programme in the five LSI counties

### 2. PURPOSE

Production of original / high quality graphic designing of the Spotlight Initiative Project 2020 annual report based on specific template to be provided. The report should follow graphic designing guidelines including layout of publications, web content, presentations and other communication products

### 3.SCOPE OF WORK

#### METHODOLOGY

With the process overseen by the Spotlight Initiative Programme the Consultant is expected to :

- Work in close consultation with the Manager/Spotlight Initiative Programme and the technical team to do graphic designing of the 2020 Annual Report based on a template to be provided.
- Ensure high-quality standards and the correct application of the Spotlight Initiative branding guidelines and publishing standards
- The 2020 Spotlight Annual edited and final Report to be provided to the consultant.

### 4.TIMELINES AND KEY MILESTONES

- 1) The consultancy is expected to commence as of date of signing contract -and to be finalized in seven working days. The assignment will be undertaken virtually guided by the road map below based on the tentative timelines:

	Content	Deliverables
1	Spotlight Initiative Programme to provide the 2020 Edited and final report; template of the report and format	Formatted, graphic designed and laid out 2020 Report endorsed by the all.
2		

### 5.EXPERIENCE AND QUALIFICATIONS

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## **Consultant-Graphic Designer, Spotlight Initiative 2020 Annual Report**

### **ACADEMIC QUALIFICATIONS:**

- Graduate degree in a relevant discipline (Journalism, Mass Communication or Marketing, Arts, or similar)
- Fluency in English is required.

### **Experience**

- Strong theoretical and practical background in graphic design, including the use of design software such as Adobe Design Premium, In-Design, CorelDraw, Final Cut HD, web design tools such as Dreamweaver and Flash, etc.
- Clear and mature style of design, demonstrating an understanding of the communication
- Minimum of 5 years' experience in graphic production from start to published/print
- product with knowledge of printing processes (offset and digital) and color management.
- Knowledge of standard software packages, including MS Office– MS Access–MS Visio – Adobe Acrobat.
- Experience working with the Adobe Creative Cloud is required and trends in digital publishing is desired.
- Experience in conceptualizing, designing visual arts for organizations is desired.
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- Working experience in development or environment is desirable.
- Web design, page layout and design.

### **Core skills**

- ☐ Ability to conceptualize, plan and execute innovative ideas.
- ☐ Displays open, co-operative behavior with another team members;
- ☐ Remains calm and in control, and good humoured even under pressure.
- ☐ Responds positively to critical feedback and differing points of view.
- ☐ Sets priorities, produces quality outputs,
- ☐ Meets deadlines and manages time efficiently.
- ☐ Excellent oral and written skills.
- ☐ Must be able to translate between science/tech and international development
- ☐ Excellent communication skills, organized (dealing with many stakeholders)
- ☐ Planning/organizational skills

### **YEARS OF EXPERIENCE:**

Have a minimum 5 years of progressive professional experience.