

Terms of Reference – International consultant

EFI Kenya

Assignment title: Graphic Designer

Application deadline:

Contract duration: 3 months (November 1st 2024 to January 20th 2025)

Duty station: Home based

Travel: N/A

Background:

The ITC Poor Communities and Trade Programme (PCTP) and its Ethical Fashion Initiative (EFI) reduces global poverty by enabling micro-entrepreneurs from the developing world in international and regional trade. The Programme supports marginalized communities of micro-entrepreneurs to become part of the international fashion value chain through a bespoke business infrastructure around a unique system of work that enables these communities – mostly women – to thrive in association with the talents of the fashion world. EFI works by creating a permanent linkage between the market and micro-producers, a link harnessed through social enterprises that run production and trade hubs. The four key stakeholder groups of this model are consumers, buyers and businesses in the lifestyle sector, social enterprise running centralized production hubs and artisans and micro-entrepreneurs grouped in legal entities.

The Agency of the Italian Development Cooperation (AICS) and the International Trade Centre (ITC) are working together on an ambitious project Designing the Future, a Green and Inclusive Fashion Ecosystem for Kenya. For this, EFI has developed in collaboration with the Association of Italian Fashion Camera Nazionale Italiana de la Moda (CNMI) Environmental Social and Governance Due diligence System (ESG): a system and suit of tools to enable companies operating in the fashion value chain to share principles of sustainable, fair and just work for all. As part of this, EFI is carrying out extensive work to communicate with multiple audiences that are pertinent for the project: consumers, especially those committed to sustainability; fashion brands; civil society and advocacy stakeholders. In this context, EFI is looking to hire a freelance graphic designer to support the project.

Description of Duties/Responsibilities:

Under the general supervision of the Senior Programme Officer, the incumbent will undertake the following tasks aimed at producing visual marketing assets and guiding the work of the web designer:

1. Develop the graphic charter for EFI's new social enterprise in Kenya;
2. Manage the creative direction of the Tujikuze's website and coordinate the work of the web developer working on the Tujikuze website; Organize regular feedback sessions with the EFI team.
3. Produce graphics templates for Tujikuze's social media embracing the project's impact and the work with artisans.

Expected Deliverables:

1. Two proposals for the graphic charter by November 5th;
2. Finalize graphic charter (Logo variations: color, black and white in jpg, png and original format; fonts, color chart codes) by November 10th;
3. Creative direction proposal for Tujikuze website by November 15th ;
4. Coordinate the development of the Tujikuze website with a first landing page by November 20st;
5. Produce 1 powerpoint template for visual presentations for Tujikuze project following the brand guidelines (approx. 8 pages), by 15th December 2024;
6. Produce 3 key visual template assets for Tujikuze's social media following the brand guidelines, by 15th December 2024;
7. Coordinate the development of the Tujikuze website, with the website operational by Dec 25th, with final rounds of feedback and final website delivery January 15th.

Competencies:

Expert in graphic design with a high level of creativity and adaptability. Knowledge of Fashion and of East African culture (literature, cinema, theater, popular culture).

Education:

Undergraduate degree (BA/BSC or other) in graphic design, fine arts or visual communications field.

Experience:

3 years experience in graphic design and communication in lieu of education.

Languages:

Fluent knowledge of English. Another UN language is an asset.