

## **Terms of Reference – National consultant**

### **EFI Kenya**

**Assignment title:** Graphic Designer

**Application deadline:** Friday 19 April 2024

**Contract duration:** 6 months, from 01 May 2024

**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 artist 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:

1. Develop visual material for EFI social media platforms and website;
2. Develop marketing materials for EFI projects;
3. Produce graphics communicating EFI's involvement with artisans from countries where EFI operates.

**Expected Deliverables:**

1. Develop two illustrations for EFI social media platforms, per month;
2. 5 new graphics developed on artisans, social and environmental themes fashion/lifestyle products, by November 2024;
3. Produce 1 visual catalog (approx. 6 pages) for artisan skills for EFI Kenya, by November 2024;
4. Produce 7 key visual assets for EFI's new artisan producer partners in Kenya, by November 2024.

**Competencies:**

Expert in graphic design with a high level of creativity and adaptability. Knowledge of East African culture (literature, cinema, theater, popular culture), specifically Kenya would be an asset.

**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.