REQUEST FOR PROPOSAL

GRAPHIC DESIGNING SERVICES

1. BACKGROUND

AMCOW is an inter-governmental, Pan-African, non-budgetary institution working under the Specialized Technical Committee on Agriculture, Rural Development, Water and Environment of the African Union (AU), and provides political oversight on water resources and sanitation in Africa. AMCOW’s mission is to promote cooperation, security, social and economic development, and poverty alleviation among member states through the effective management of the continent’s water resources and the provision of water supply and sanitation services, and is mandated to provide political leadership in the implementation of the African Water Vision 2025 and water components of the African Union’s Agenda 2063. For more information, refer to: http://www.amcow-online.org/

2. OBJECTIVE OF THE ASSIGNMENT

The Graphic Designer, under the leadership of the line Head plays a critical role in designing and producing key strategic communication materials.

Tasks and Responsibilities

- Implement AMCOW branding policy
- Ensure that all publications, reports and products are produced in line with AMCOW requirements/polices
- Implement the graphic guidelines in all AMCOW’s communication products;
- Deliver creative and innovative ideas for print, electronic, web-based and Design and layout of reports and other products
- Design of reports and other communication materials for printing and electronic distribution;
- Improve and edit art work, photos, charts and other graphic elements;
- Layout and design information and communication materials (t-shirts, banners, posters, booklets, leaflets, books, bulletins, flyers, cards)
- Create different illustrative materials such as animation, presentations and design of CD/DVD packaging
- Custom photo editing
Detailed specifications for each individual assignment will be given to the selected designer and when the designer’s service is requested.

3. QUALIFICATION AND EXPERIENCE

The successful candidate is required to meet the following criteria:

- Strong theoretical and practical background in graphic design, including the use of design software’s
- Show a clear and mature style of design, demonstrating an understanding of the communication requirements of different Intergovernmental Organisations.
- Proven experience of graphic production from start to published/printed product with knowledge of printing processes and colour management;
- Good understanding of new and evolving technologies and digital platforms;
- Knowledge of standard software packages
- Working experience in development is desirable

4. CONTRACT DURATION

The contract will be effective from date of signing and in case of successful performance for a period of six months’ renewable.

This application is open for individuals. Individuals should provide the following:

- CV
- Letter of application;
- References list
- Copy of catalogue or samples of the design work, if available

5. TO APPLY

Interested individuals who meet the required qualifications and experience are invited to submit updated CV and cover letter explaining their motivation and why they are suited for the service.

We only accept applications sent via email.

Please forward the application in English through the stated website.
6. **Selection Criteria:**
Assessment criteria are indicated in the table below:

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<thead>
<tr>
<th>S/N</th>
<th>Criteria Qualifications</th>
<th>Proportion (%)</th>
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<tbody>
<tr>
<td>1</td>
<td>Submission of portfolio of past work similar to AMCOW requirements</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Past experience working with development agencies</td>
<td>15</td>
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<tr>
<td>3</td>
<td>Knowledge of standard designing software packages</td>
<td>10</td>
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<tr>
<td>4</td>
<td>Good understanding of new and evolving technologies and digital platforms</td>
<td>15</td>
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<td>5</td>
<td>Proven experience of graphic production from start to published/printed product with knowledge of printing processes and colour management</td>
<td>20</td>
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<tr>
<td>6</td>
<td>Min. 3 years' experience in graphic design</td>
<td>20</td>
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</tbody>
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100%

7. **Reporting Lines**
The service provider will report to the Communications and Visibility Manager.

8. **AWARDING OF CONTRACT**

AMCOW will award a six months retainership contract with a graphic designer whose offer, profile, qualifications and experience are best fit for the assignment.

9. **SUBMISSION**

The completed RFP should be submitted to the address below not later than 25th May, 2020:

The Executive Secretary  
African Ministers’ Council on Water (AMCOW)  
No 11, T.Y Danjuma Street, Asokoro  
Abuja

Attention: The Procurement  
Email: info@amcow-online.org