**TERMS OF REFERENCE**
**GRAPHIC DESIGN CONSULTANCY**

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| **Organization** | NEAR - Network for Empowered Aid Response, www.near.ngo (Adeso - African Development Solutions, www.adesoafrica.org) |
| **Project** | NEAR |
| **Position Type** | Short-Term Consultancy |
| **Study/Assessment Topic** | Graphic Design Consultancy |
| **Duration** | Two (2) Weeks |
| **Reporting To** | Programs Manager - NEAR |
| **Working With** | Executive Office and Programs Team |
| **Starting Date** | Immediately |
| **Application Deadline** | 15th January, 2019 |
| **Vacancy Contact** | Please Send Applications to jobs@near.ngo. Adeso Will Only Respond to Shortlisted Candidates |

## ABOUT ADESO

Adeso is an expanding and vibrant African based international development and humanitarian organization. At Adeso, we work with African communities who are yet to realize their full potential; working inside these communities to create environments in which Africans can thrive. Our belief that economic, social and environmental security is the bedrock of a healthy community drives the nature and intent of our programming. We work to prevent and overcome situations that adversely affect community well-being by: reinvigorating the economy, developing skills for life and work, providing humanitarian aid, and influencing policy.

## ABOUT NEAR NETWORK

Adeso together with other local and national NGOs have come together to form a global network which was launched in May 2016 at the World Humanitarian Summit in Istanbul, Turkey. The Network, NEAR (Network for Empowered Aid Response), is a movement of local organizations with a bold ambition – to reshape the top-down humanitarian and development system to one that is locally driven and owned, and is built around equitable, dignified and accountable partnerships.

## BACKGROUND FOR CONSULTANCY

The first ever world humanitarian summit in 2016 outlined Grand Bargain commitments that have a transformative potential for the humanitarian sector. The commitments on the localization are defined as follows: increase direct funding to southern-based NGOs for humanitarian action; reaffirm the Principles of Partnership; increase transparency around resource transfers to southern-based national and local NGOs; stop undermining local capacity; emphasize the importance of national actors; address subcontracting; provide robust organizational support, capacity strengthening and communication to the media and the public about partners. However, there is currently no system in place to measure progress in meeting these commitments and their impact on aid delivery. In 2018, NEAR worked on developing a multidimensional framework for measuring performance against the objectives of the localization agenda which proposes a set of key performance indicators (KPIs).

To ensure a broad dissemination of the framework, NEAR would like to engage a consultant to design an online version of the framework to be published on the NEAR website.

## SCOPE OF WORK

- Design a user-friendly web-version of the Localization Performance Measurement Framework and its related tools
- Design promo materials for the official launch of the framework including social media content materials

## DELIVERABLES

Final design of the Localization Framework, its tools and promo content.

## CONSULTANCY PERIOD

17th - 31st January, 2019.

## COPYRIGHT AND INTELLECTUAL PROPERTY RIGHTS

In consideration of the fees paid, the Consultant expressly assigns to Adeso/NEAR any copyright arising from the works the consultant produces while executing this contract. All images (whether used for online or print purposes) must however bear the consultant's photo credit, as specified by international intellectual property rights. The consultant may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from Adeso/NEAR.

## QUALIFICATIONS

- Strong theoretical and practical background in graphic design, including the use of design software such as Adobe Design Premium, In-Design, CorelDraw, web design tools such as Dreamweaver and Flash, etc.
- Show a clear and mature style of design, demonstrating an understanding of communication requirements for NEAR.
- Good understanding of new and evolving technologies and digital platforms; Knowledge of standard software packages, including MS Office– MS Access–MS Visio –Adobe Acrobat;

## APPLICATION PROCESS

All applications should be sent to jobs@near.ngo by **15th January 2019** with "**Graphic Design Consultancy**" on the subject line. The selection committee will review all applications as they arrive. All applicants must meet the minimum requirements described above, and those unable to meet these requirements will not be considered.

Each application package should include the following:

- An application letter addressing the selection criteria including how the consultant's previous experience matches the consultancy objectives as well as the interest for the position. It should also indicate the candidate's availability and consultancy rates. The letter should be no longer than two pages;
- A detailed resume and portfolio containing candidate's or firm's qualifications and experiences with samples of previous work (e.g. web links to previous work);
- Proposed timeline of delivery;
- Financial proposal based on the deliverables outlined in the TOR
- Contact details of 3 referees.

**Applications not including all of the above information will not be reviewed. Adeso/NEAR is an equal opportunity employer.**