TERMS OF REFERENCE FOR GRAPHIC DESIGNER CONSULTANCY
ABOUT THE IUCN AFRICA PROTECTED AREAS CONGRESS

The IUCN Africa Protected Areas Congress (APAC) is the first-ever continent wide gathering of African leaders, citizens, and interest groups (including the civil society, community leaders, protected area authorities, private sector, international institutions, and more) to discuss the role of protected areas in conserving nature, safeguarding Africa’s iconic wildlife, and delivering vital life-supporting ecosystem services—all while promoting sustainable development and conserving Africa’s cultural heritage and traditions. IUCN APAC will be convened by the International Union for Conservation of Nature-World Commission on Protected Areas (IUCN-WCPA) in partnership with the Rwanda Ministry of Environment. It will be attended by protected area managers, development partners, corporate businesses, communities and the media.

Through a secretariat co-chaired by IUCN, Rwanda Ministry of Environment and the African Wildlife Foundation (AWF) – which is an IUCN Member – the Congress seeks to bring together authentic African voices across the continent to address conservation issues that matter most to African audiences and Africa’s development. The APAC secretariat would like to recruit the services of a graphic designer to support in the design for communication products for the IUCN Africa Protected Areas Congress.

Scope of work

- Layout and design of information and communication materials (banners, posters, booklets, leaflets, books, calendars, bulletins, flyers, cards etc as requested and on a needs basis)
- Ensure that all publications and products are produced in line with APAC standards
- Development of graphics content for various media (social media and digital marketing).
- Editing of existing video
- Design and lay-out of APAC documents and other products:
  - Improve and edit artwork, photos, charts and other graphic elements.

Detailed specifications for each individual assignment will be given to the selected designer as and when the designer’s services are requested.

3.0 Qualification and Expertise

The successful entity is required to meet the following criteria:

- Strong practical background and experience 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 the communication requirements of APAC
- Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and colour management.
- Good understanding of new and evolving technologies and digital platforms.
• Knowledge of standard software packages, including MS Office– MS Access– MS Visio – Adobe Acrobat.

Individuals should provide the following:

• CV
• Letter of application
• References list
• Copy of catalogue or samples of the design work

4.0 Deliverables

Quality design for various APAC assignments completed in line with APAC branding requirements and within specified deadlines.

5.0 Contract duration

The contract will be effective from date of signing until July 31st, 2022.

6.0 Terms and conditions of payment

Design services will be delivered on an on-call basis and paid upon successful completion of the assignment and approval from APAC.

To be considered, your application must be received by 31st March 2022 addressed to:
caroline.nyamamu@iucn.org; norumoy@awf.org; vnjoroge@apacongress.africa;

When sending in the applications the Email Subject should read: IUCN APAC GRAPHIC DESIGNER CONSULTANCY 2022.