



## **Terms of Reference (ToR) for Graphic Design Services**

### **Consultant for Graphic Design Services - Smart Conservation and Community Foundation (SCCF)**

#### **Position Information**

**Title:** Consultant for Graphic Design Services

**Type of Contract:** Short Term Agreement (STA)

**Duty Station:** Office and Home-based

**Start Date:** Immediately

**Duration of Assignment:** The contract will be effective from the date of signing and may be extended up to 1 year based on satisfactory performance.

#### **About Smart CCF**

The Smart Conservation and Community Foundation (SCCF) is a dedicated nonprofit organization based in Dodoma, Tanzania, that focuses on fostering sustainable development and climate resilience within local communities. Our efforts center on empowering Tanzanians through responsible management of natural resources, promoting active community participation in decision-making processes, and enhancing local capacities in sustainable land use. It envisions a future with climate resilience and socio-economic development of Tanzanian communities. And a mission to support Tanzanian communities in the sustainable use of natural resources and to promote community inclusion in the decision-making process.

#### **Background and Rationale**

In today's world, leveraging data through innovative solutions for sustainable development is crucial. Our focus is on applying creative and visual communication strategies to inform and engage local communities, government agencies, and international partners regarding pressing environmental issues and adaptive practices.

#### **Description of Assignment**

The objective of this assignment is to produce original graphic design materials that effectively communicate the work of Smart CCF. Smart CCF seeks to engage a creative and experienced graphic designer to produce high-quality communication materials that effectively reflect the organization's mission and values. The designer will assist in enhancing the branding and visibility of Smart CCF through various visual content formats. The materials will adhere to established branding and graphic guidelines and may include, but are not limited to:

- Publications (books, reports, brochures, posters)
- Digital content (web articles, blog graphics)
- Presentation materials
- Social media graphics

Website design and content development will be an added value in this role. The consultant will work closely with Smart CCF to ensure consistency in branding and communication delivery.



## 2. Work/Deliverables

The primary objective is to develop visually compelling and informative graphic design materials, including but not limited to:

- Design of books, manuals, reports, and guidelines in multiple formats (A4, A5, B5, A3).
- Creation of newsletters summarizing SCCF activities and environmental initiatives.
- Production of multi-color original illustrations that highlight specific programs or themes related to conservation and community development.
- Development of multi-color infographics that present complex data in a clear and engaging manner, tailored to the target audience.
- Design of promotional materials such as folders, flyers, invitation cards, and flex advertising.
- Layout and design of additional information and communication materials, including banners, booklets, leaflets, calendars, brochures, bulletins, and cards.
- Contribution to content development for various communication channels.
- Involvement in website design and updates, ensuring consistency with the organization's branding and communication strategy.

The designer is expected to independently research visual trends and best practices in nonprofit graphic design, ensuring all materials are engaging, creative, and aligned with Smart CCF's branding guidelines.

## 3. Duration

The duration of the contract will be for **six (6) months**, from **February 15, 2025, to July 31, 2025**, with the possibility of extension based on performance and organizational needs.

## 4. Work Schedule

The graphic designer will work **three (3) days per week**. The specific days will be mutually agreed upon at the beginning of the contract.

## 5. Payment

The total payment for the designer's services will be **200,000 TZS per month**. Payment will be processed at the end of each month, contingent upon successful completion of assigned deliverables. Deadlines will be established through negotiations between the designer and Smart CCF.

## 6. Warranties

The designer warrants that all works produced under this contract are original and do not infringe upon any existing copyrights. The designer grants Smart CCF all necessary rights to use the designs as per the agreement and will indemnify the organization against any legal claims arising from copyright violations.



## 7. Qualifications and Expertise

The successful designer should meet the following criteria:

- A minimum of **2 years of experience** in graphic design, specifically in producing information and communication materials.
- A degree in graphic design or a related field.
- Strong practical background in graphic design, including proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Demonstrated understanding of communication requirements relevant to nonprofit organizations.
- Proven experience managing projects from concept to final delivery, including knowledge of printing processes and color management.
- Familiarity with new technologies and digital platforms to create engaging content.
- Experience in content development and website design is an added advantage.

## 8. Application Process

Interested candidates should submit their application, which should include:

1. A cover letter detailing experience and qualifications.
2. A portfolio showcasing relevant design work (minimum of 5 examples).
3. Curriculum Vitae (CV) highlighting relevant experience.
4. A list of previous clients
5. A detailed pricing schedule in a table format as per the scope of work.

All applications should be submitted to [recruitment@smartccf.or.tz](mailto:recruitment@smartccf.or.tz) by **14/2/2025**

## 9. Confidentiality Statement

All data and information received from Smart CCF for the purpose of this assignment must be treated confidentially and are solely for the execution of these Terms of Reference. All intellectual property rights arising from this engagement will be assigned to Smart CCF.

## Conclusion

Smart CCF views this partnership as an opportunity to enhance the visibility and impact of its initiatives through effective graphic communication. We look forward to collaborating with a creative and professional graphic designer who shares our dedication to sustainable development and community empowerment.

For any inquiries regarding the above ToR, please contact Amos Pendael M at 0767750282