

AFRICAN UNION

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REQUEST FOR EXPRESSIONS OF INTEREST (EOI)

**CONSULTANCY FOR JUNIOR MULTIMEDIA DESIGNER WITHIN
THE INFORMATION AND COMMUNICATION DIRECTORATE**

PROCUREMENT NUMBER: AUC/ICD/C/001

SECTION I: LETTER OF INVITATION

21 March 2024

Dear Applicants,

REF: CONSULTANCY FOR JUNIOR MULTIMEDIA DESIGNER

1. The African Union Commission wishes to recruit highly qualified African experts to undertake the above assignment. The AUC now invites interested **Individual Consultants** to submit CVs for the assignment as per attached Terms of Reference (TORS).
2. A Consultant will be selected under the Fixed Budget Selection Method and the pass mark shall be 70%. The budget is indicated in the ToRs.
3. The Eols must include the following:
 - (i) A Cover Letter outlining the understanding of the assignment and methodology
 - (ii) CV demonstrating experience with similar assignments.
4. The Eols must be submitted to the following e-mail address: tender@africa-union.org with a copy to IsaacS@africa-union.org
5. The title of the Procurement and Procurement Number must appear as subject of e-mail submissions
6. The Deadline for submission of Eols is **1500** Addis Ababa Time, on **4th April 2024**. Late applications will not be considered.
7. This call for Request for Expressions of Interest comprise of the following:
Section I – This Letter of Invitation
Section II - Terms of Reference

Yours sincerely,

Head, Supply Chain Division

TERMS OF REFERENCE

Junior Multimedia Designer

1. Background

The African Union (AU) is a Pan African continental body consisting of 55 African countries and is charged with spearheading Africa's socio-economic growth through integration, inclusion and sustainable development by promoting unity, solidarity, cohesion and cooperation among the peoples of Africa and African States.

The vision of the African Union is that of "***An integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in the global arena***". This vision of a new, forward-looking, dynamic and integrated Africa will only be realised through the involvement, commitment and full participation of African Citizens in the transformation of the continent. The involvement of African Citizens calls for the African Union to strive and live up to its ambition of being a People-centred Union through active communication and branding of the programmes of the African Union.

To achieve its mandate, the Information and Communication Directorate (ICD) of the African Union is looking for an experienced and highly knowledgeable professional to support the development of communication material that will promote the programmes of the AU and Africa's Agenda 2063

Qualified applicants who are citizens of Member States of the AU are invited to apply for the position of a Junior Multimedia Designer within the ICD.

We are looking for an experienced professional with experience in the advertising and design industry to support implementation of communication projects that will help build the visibility of the AU brand. The successful applicant will work with the Creative Design Officer to support the development of concepts and creative material supporting key projects and monitor their execution in line with the Brand Guidelines.

Application Requirements:

The Consultant should be a citizen of a Member State of the African Union and be available to commence services by 1st of May 2024

The ideal candidate should have strong background in creative concept design and development, brand communication strategy, copywriting, art direction, and advertising production. Candidate will have a minimum of 3 years preferably in the Creative department of reputable creative services / advertising agencies or large international / multinational organisation with its own communication design department.

The candidate should have a good understanding of the organisation, its mandates, and structure; and must also display a good understanding and appreciation of Africa's Development agenda.

2. Objective

To raise awareness of the mandate and programmes of the African Union and its development framework of Agenda 2063 by supporting the development of communication material for the AUC and other AU organs and institutions

Utilizing a range of design and editing software programs, the Multimedia Designer will develop innovative, consistent and brand appropriate design solutions to support communication goals. This person will understand and use best in class design practices and principles for all aspects of graphic design. Superior conceptualisation abilities, problem solving, resourcefulness, extreme attention to detail and time management are key skills that are vital for this position.

The Multimedia designer will work directly with the Creative Design Officer to conceptualise and design content for our corporate communications across various mediums with an emphasis on digital communication content.

The designer must demonstrate strong aesthetics, design and computer skills. S/he should have the ability to multi-task and process information quickly.

3. Scope of Work and Major Duties and Responsibilities:

Under the direct supervision of the Creative Design Officer, the Multimedia Designer will be responsible for conceiving and implementing concepts, guidelines and strategies in various creative projects and overseeing them to completion including:

- Support the conceptualisation and development of creative concepts for key initiatives of Agenda 2063 in Audio visual, digital, promotional material, print and editorial design.
- Enhance visibility on social media platforms of Agenda 2063 and other AU programmes.
- Collaborating with related AUC departments and AU organs/ Entities to obtain knowledge of their requirements to develop communication concepts and material that will deliver the key messages of their mandate.
- Support writing copy for communication material that meets messaging requirements including the design, typefaces for copywriting and production of material to be developed.
- Support the development of activity-based communication initiatives and any other initiatives as assigned by the Director ICD or by the Supervisor.

4. Gender Mainstreaming:

The AU Commission is an equal opportunity employer and qualified women are strongly encouraged to apply.

5. Consultancy Fee

Remuneration is payable on monthly basis upon submission of monthly delivery report. The fixed budget allocated for this assignment is US\$ 1,500.00 per month. This cost includes all

consultant's costs and profit. Fees payable do not include costs associated with project related travels, coordination/organization of project related activities and events, stakeholder dialogues, consultations, and workshops. These costs will be met by the AU.

6. Duration

The exercise will be undertaken within the period of six (6) months

7. Duty Station

The consultant will undertake the work on site at AUC Headquarter, Addis Ababa

8. Contract Management and Reporting

Under the overall supervision of the Director, the Consultant will report on his/ her activities to the Director, ICD

9. Language

Must have excellent speaking and drafting skills, written and spoken English. Working knowledge in any other AU official working languages (Arabic, English, French, Portuguese) would be an added advantage.

10. QUALIFICATION AND EXPERIENCE OF THE CONSULTANT

- B.A./B.S. degree or Higher Technical Professional Diploma in design or related field. (Computer Graphics, Publishing, Animation, Copywriting or Audio-Visual Production)
- Must have minimum of three (3) years continuous industry level experience in branding / graphics with exceptional conceptual, typographic and design skills.
- Proficient in Adobe Creative Suite- especially Photoshop, InDesign, Illustrator Premiere Pro, and After Effects, etc ...
- Knowledge and use of Artificial Intelligence (AI) tools for content creation will be an added advantage.
- Knowledge of design conceptualisation, Typography Layout and experience of Editorial design with previous work roles of a Desktop Publisher (DTP) with knowledge of printing processes (offset and digital) and colour management.
- Experience with responsive web design and User-Experience Design (UX) will be an extra added advantage to ensure best in class design, accessible UX and a seamless conversion process across all devices and platforms.
- Great sketching (digital and/or hand sketching) skills and idea development techniques to create and communicate concept.
- Studio experience as a multimedia designer taking projects from concept through completion preferably at a reputable design house or creative advertising agency or in communications department of international governmental or non-governmental organizations is a must.
- Hands-on experience in 360-degree conceptual creative process including art direction, copywriting, graphic design and brand development.
- A strong portfolio of previous work demonstrating strong conceptual work with excellent execution must be presented by the applicant.

Portfolio of Evidence of work will be required as part of application. This can be sent through a link to a personal website where the applicants work can be viewed, or as downloadable attachment sent through file sharing site. Evidence of work or links

should be sent to the email address for all applications as quoted in the advertisement.

- Proven experience of developing content for digital platforms. Must have basic knowledge in digital graphics and basic motion graphics (such as basic use of Adobe After effects and Adobe premiere)
- Demonstrate advanced knowledge for troubleshooting technical issues in graphic files for pre-press and printing graphic linking, and fonts and creating colour separations.
- Experience in developing content for well-known global or regional brands will be an advantage.

Other relevant skills & competencies

- Must be a fast learner and able to quickly and easily assimilate within the organisation.
- The ability to communicate simply, clearly and effectively.
- Good planning and organizational skills.
- Ability to work in a multi-cultural environment professionally.
- Punctuality and working under tight time schedules.
- Diligence when unsupervised and professionalism.

11. Required Documentations

The African Union Commission now invites eligible **Individual Consultants** to indicate their interest in providing the Services. Interested candidates are requested to submit the following documents for AUC's consideration:

- i. Relevant experience related to the assignment
- ii. A detailed Curriculum Vitae of the Consultant outlining the following:
- iii. Educational and Professional Qualification/Certifications
- iv. Relevant experience in similar assignments (clearly state the duties and the achievements in different sections under each position occupied)
- v. References with Phone number and email addresses

12. Evaluation Criteria

For evaluation the following criteria will be applied:

S/N	Award Criteria	Allocated Point
1.	Academic Qualifications / Training	10
2.	Work experience - minimum of 3 years continuous industry experience	25
3.	Portfolio / Evidence of work at least 3 recent samples of work demonstrating experience in different medium e.g. tv, digital	35
4.	Experience in use of Artificial Intelligence (AI) for multimedia content creation with samples of work and information on tools used	20
5.	Three references (with contact number)	10
Total		100

13. Invitation

The African Union Commission now invites eligible Individual Consultants to indicate their interest in providing the Services. Interested candidates must provide information demonstrating that he/she has the required qualifications and relevant experience to perform the Services. Applicants must submit the following documents:

- Cover letter - Understanding of the assignment / TOR
- Methodology to be used in undertaking the assignment
- Time and activity schedule
- CV

Further information can be obtained at the address below during office hours 8:00-13:00hrs and 14:00-17:00 hours Local Time. Proposals must be delivered in a written form to the address below not later than **15:00** hours local time, on **04 April 2024**.

**African Union Commission,
Addis Ababa, Ethiopia
Tel: +251 (0) 11 551 7700 – Ext 4305
Fax: +251 (0) 11 551 0442; +251 11-551-0430
E-mail: tender@africa-union.org
And IsaacS@africa-union.org**