



DIRECTORATE OF INFORMATION AND COMMUNICATION

TERMS OF REFERENCE

CONSULTANCY FOR JUNIOR MULTIMEDIA DESIGNER WITHIN THE INFORMATION AND COMMUNICATION DIRECTORATE

The **African Union Commission (AUC)** has received financing from **AU Member States** to support the implementation of activities under the **Information and Communication Directorate (ICD)**. As part of this initiative, the AUC intends to apply a portion of these funds toward the **recruitment of a Junior Multimedia Designer Consultant**.

The selected consultant will provide technical and creative support to the Information and Communication Directorate in the design and production of multimedia content, visual materials, and digital communication assets that align with the African Union's strategic priorities and communication objectives.

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.

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

3. Scope of Work and Major Duties and Responsibilities:

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.

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 monthly upon submission of monthly delivery report and time sheet. This cost includes all the consultants' costs and profit. Fees payable do not include costs associated with project related travel, 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, Swahili and Spanish) would be an added advantage.

10. QUALIFICATION AND EXPERIENCE OF THE CONSULTANT

Application Requirements:

The Consultant should be a citizen of a Member State of the African Union and be available to commence services by 01 October 2025 or before.

The candidate should have a good understanding of the African Union, its mandates, and structure; and must also display a good understanding and appreciation of Africa's Development mandate, Agenda 2063. The following are the major requirement: -

- 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 ...
- The ideal candidate should have strong background in creative conceptualisation design and development, brand communication strategy, copywriting, art direction, and new media channel productions.
- Candidate should have a minimum of 3 years' experience preferably in the Creative department of reputable creative services / advertising agencies or large international / multinational organization with its own communication design department with clear understanding and
- 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.
- deciphering of organizational/ institution brand guidelines.

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 outlines 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	10
2.	Work experience - minimum of 3 years continuous industry experience. Any experience has to be supported by reference letters from the employer.	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.	Training and Language	10
Total		100

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. 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 **21 August 2025**.

African Union Commission,
Attn: Head of Supply Chain Management Division
Building C, 3rd Floor,
P.O Box 3243, Roosevelt Street
Addis Ababa, Ethiopia
Tel: +251 (0) 11 551 7700 – Ext 4305
Fax: +251 (0) 11 551 0442; +251 11-551-0430
E-mails: tender@africa-union.org