
TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANCY SERVICES

GRAPHICS DESIGN/AUDIO-VISUAL CONSULTANT

Background

icipe/BioInnovate Africa is a regional innovation-driven bioeconomy initiative established in 2010 with support from the Swedish International Development Cooperation Agency (Sida). It is implemented by the International Centre of Insect Physiology and Ecology (*icipe*), and operates in Burundi, Ethiopia, Kenya, Rwanda, Tanzania, Uganda, South Sudan, and Democratic Republic of the Congo (DRC). *icipe*/BioInnovate Africa assists countries in eastern Africa to build sustainable bioeconomies based on revolutionary advances in bioscience and bioengineering, thereby diversifying sources of growth for the region's population.

To enhance its visibility and communication efforts, *icipe*/BioInnovate Africa seeks to engage an Individual Consultant in Graphics Design, Videography, and Photography. Under the supervision of the *icipe*/BioInnovate Africa Communications Officer, the Consultant will support implementation of *icipe*/BioInnovate Africa communications strategy key activities in 2025. The Consultant will work closely with the Communications Officer, the *icipe* Senior Graphics Designer, and other communications unit staff to ensure consistent application of the branding guidelines in developing creative graphic design including high-quality, professional visual and audio content and information, education, and communication (IEC) materials for social media platforms, event branding, and other marketing collateral.

Scope of Work

The consultant will:

- Design and produce high-quality graphics for digital and print media, including flyers, posters, reports, social media visuals, infographics, etc.
- Develop branding materials for events, including digital banners, backdrops, and promotional items.
- Capture and edit high-quality photographs for use in reports, social media, and publicity materials.
- Record and produce professional videos and audio-podcasts for promotional and documentary purposes, including event coverage and interviews.
- Ensure consistency in branding and design across all materials.
- Support the development of presentations and visual reports for stakeholder engagement.
- Provide creative input and recommendations for improving the visual identity of *icipe*/BioInnovate Africa.
- Adapt existing graphic designs, videos, and audios for various formats and audiences.

Deliverables

The consultant will be expected to deliver the following:

- Graphic designs for reports, brochures, and other publications.
- Social media visual content (e.g., banners, infographics, illustrations).
- Branding materials for BioInnovate Africa events and initiatives.
- High-quality edited photographs for use in communication materials.
- Professionally recorded and edited videos for promotional and documentary purposes.
- PowerPoint presentation templates and visual reports.
- Any other design, videography, or photography assets as requested by the communications team.

Required Experience & Competencies

- Design and layout of artworks/IEC materials for print and digital publications such as social media graphics, posters, and event materials.
- Photography and video shooting/editing skills, including designing infographics and production of podcasts.

Requirements/Qualifications

The ideal consultant should have:

- A degree in Graphic Design, Visual Communication, Photography, Videography, or a related field.
- A minimum of five (5) years of experience in graphic design, photography, and videography, preferably in development sector, and/or an international science-based institution.
- Proficiency in Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro, After Effects) and other relevant design and editing software.
- Strong portfolio showcasing previous design, photography, and videography work.
- Excellent understanding of branding and visual communication principles.
- Ability to work independently and meet tight deadlines.
- Strong communication and collaboration skills.

Duration and Location

This consultancy will be a framework contract with the possibility of renewal based on performance and programme needs. The consultant work can be done remotely, but will be required to be on-site at *icipe*/BioInnovate Africa office in Kasarani, Nairobi for specific meetings, events, and major project deliverables. The number of on-site days will be agreed upon with *icipe*/BioInnovate Africa.

Price List and Payment Terms

The consultant is required to submit a detailed price list/rate card in Kenya Shillings (Kshs.), outlining the costs for the items specified above on scope of work/deliverables. The price list should include both the hourly rate for each item and the overall daily service rate. Payment will be made based on successful delivery of work assignment as agreed upon with *icipe*/BioInnovate Africa.

Application Process

Interested applicants should submit the following:

A. Technical proposal

- Detailed cover letter expressing interest in this assignment, including full contact details (name, tel. e-mail), and physical address.
- Consultant's detailed CV.
- A portfolio/evidence of undertaking similar consultancy work during the last 5 years.
- Contacts of at least three references.

B. Financial proposal

- Provide a detailed service cost/rate card quoted in Kenya Shillings (KES).

The Invitation for Bids (IFB) **must be submitted electronically through e-mail** at icipetenders@icipe.org on or before **18th March 2025 at 11:00 hours East Africa Time**.

The submissions should be clearly marked: **'Invitation for Bids – Provision of Individual Consultancy services in Graphics Design, Videography, and Photography'**. Late submissions will be rejected.

Procurement Manager

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<https://www.icipe.org/consultancy-graphics-audio-visual-consultant>