

Date: June 23, 2023

Terms of Reference: Recruitment of Consultant for Poster Design

INJAZ Lebanon

INJAZ Lebanon (IL) is a nonprofit non-governmental educational organization dedicated to educating youth about work readiness, entrepreneurship and financial literacy through experiential hands-on programs that help inspire a culture of entrepreneurialism and business innovation among youth in Lebanon. INJAZ Lebanon is an affiliate of INJAZ Al-ARAB and JA Worldwide, one of the world's largest and most-impactful youth-serving NGOs.

Overview

INJAZ Lebanon is seeking qualified and experienced graphic designers to submit their CVs for the provision of consultant services in designing posters for our activities and training sessions. Our organization is implementing a long-term project focused on promoting peaceful cohesion in Lebanese societies, which comprise diverse nationalities and backgrounds. The project involves collaboration with seven municipalities in North Lebanon. We are looking for highly skilled individuals who possess expertise in visual communication and design. The chosen consultant will be responsible for creating a series of impactful posters that capture the essence of our project and resonate with our diverse target audience. The posters should effectively convey messages of peaceful coexistence, cultural diversity, and community engagement through visually compelling designs. The first phase of the selection process involves the submission of CVs from interested graphic designers. We will conduct a thorough screening to identify the most suitable candidates for this project. Based on the initial screening, we will shortlist CVs and invite the selected candidates to submit their detailed proposals.

Scope of Work

The chosen consultant will be responsible for creating a series of impactful posters that capture the essence of our project and resonate with our diverse target audience. The posters should effectively convey messages of peaceful coexistence, cultural diversity, and community engagement through visually compelling designs.

The consultant's key deliverables include:

- 1. Designing posters for activities and training sessions.**
 - Creating visually appealing posters that effectively communicate the objectives, key messages, and important information related to the activities and training sessions.
 - Incorporating the logos of the participating parties prominently within the poster design.
 - Ensuring that the posters align with the overall branding guidelines and visual identity of the project.
- 2. Content Integration:**
 - Including the project schedule, including dates, times, and locations of the activities and training sessions.

- Integrating relevant information such as the purpose of each event, target audience, and any additional details required to attract and inform participants.
- 3. Visual Elements:**
- Utilize captivating visuals, graphics, and images that resonate with the target audience and effectively convey the project's message.
 - Ensuring the design elements are culturally sensitive and inclusive, considering the diverse nationalities and backgrounds of Lebanese societies.
- 4. Design Revisions:**
- Incorporating feedback and making necessary revisions to the poster designs based on input provided by the project team.
 - Collaborate with the project team to ensure the final posters meet the desired objectives and visual standards.
- 5. Deliverables:**
- Providing the final poster designs in both digital and print-ready formats.
 - Ensuring that the digital files are compatible with commonly used software and formats for easy sharing and reproduction.
 - Delivering high-resolution print-ready files suitable for various sizes and printing requirements.
- 6. Timeline:**
- Adhering to the agreed-upon timeline and communicating any potential delays or adjustments promptly.
- 7. Collaboration:**
- Collaborating with the project team, including designated project coordinators or representatives, to gather necessary information and incorporate feedback throughout the design process.
 - Attending project meetings

Evaluation Criteria

The selection of the consultant will be based on the following criteria:

1. For registered companies: Providing all the legal documents (Business License, Registration in the ministry of Finance, and Interior if Applicable.)
2. Demonstrated experience in graphic design and poster creation.
3. Portfolio showcasing previous work in a similar field.
4. Ability to meet project timelines and deliver high-quality designs.
5. Understanding of the project's objectives and target audience.
6. Competitive pricing and cost-effectiveness.

Contract Terms:

We are seeking to establish a long-term agreement with the selected consultant, as the project is ongoing and will require regular design services over the specified period. The initial contract will be until Nov 30, 2023, with the possibility of an extension based on mutual agreement and satisfactory performance.

Payment Conditions

1.Payment shall be made by wire transfer or through Payment Order/ Telegraphic Transfer/Over the counter payment after submission of an appropriate and acceptable original invoice with all the requested to INJAZ Lebanon.

2. INJAZ Lebanon operates through bank Audi and won't handle any transfer or withdrawal charges (To be charged on the consultant.)

How to Apply

Quotations may be submitted on or before **Friday, 30 June, 2023**, no later than 6:00 pm via e-mail attention: Mr. Firas El Issrawi (firas@injaz-lebanon.org), Senior Procurement & Admin Officer. For CVs to be considered, please mention in the subject line the following: **IL- Recruitment of Consultant for Poster Design.**

Quotations that are received by INJAZ Lebanon after the deadline indicated above, for whatever reason, shall not be considered for evaluation.

Thank You