

Terms of Reference

Graphic Designer

Position description: Graphic Designer	
Name	
Activity name	Cooperative Business & Marketing Support
Project background	<p>The Polish Center for International Aid (PCPM) is currently implementing a project funded by the World Food Program (WFP), with the objective of, among others, providing Business and Marketing support to one or more cooperatives in Akkar.</p> <p>As part of the support, a market analysis was conducted and a marketing plan was drafted. The plan will be put to action during the current phase, during which a unified and uplifted visual identity will be created and a corresponding e-commerce website built.</p> <p>Background Specific for the Assignment</p> <p>PCPM is seeking the services of a highly qualified "Graphic Designer" to design a visual identity, including a logo, colour palette, typography, social media templates, packaging label designs, and e-commerce website design adaptation, helping the cooperative to establish itself as a competitive market entrant.</p>
Geographical scope of the project	Jord El Qaitaa: Fnaideq
Key Responsibilities	<p>The key responsibilities of the Designer include:</p> <ul style="list-style-type: none"> - Create a logo, colour palette, and typography (Arabic & English); - Create unified packaging label designs; - Create social media templates; - Adapt e-commerce website design. <p>The Consultant will:</p> <ul style="list-style-type: none"> - Review existing logo and uplift it (3 options); - Create a suitable colour palette that conveys the Cooperative's spirit and identity; - Construct a typography scheme (English & Arabic); - Create unified and recognizable packaging label designs; - Create social media templates to use across Cooperative's social media pages; - Work closely with e-commerce website creator to adapt website's design; - Coordinate efforts with Marketing Expert. <p>Deliverables:</p> <p>The Graphic Designer is expected to submit the following deliverables:</p> <ul style="list-style-type: none"> - Logo - Colour palette - Typography scheme - Packaging label designs; - Social media templates; - E-commerce website design.

Coordination/ Cooperation	The Graphic Designer will cooperate and report to Project Coordinator and the Programme Officer.
Timeline	The timeline of the consultancy is between the 1 st of October and the 30 th of November 2023. The Graphic Designer must provide a detailed work plan with specific milestones and activities.
Minimum Qualifications	<p>Education and Professional Experience:</p> <p>The minimum qualifications and skills of the Graphic Designer are:</p> <ul style="list-style-type: none"> - A degree in Graphic Design; - Proven expertise in graphic design related to the food sector; - Previous experience with NGOs and cooperatives is an advantage. <p>Competencies:</p> <ul style="list-style-type: none"> - Good knowledge in local and regional markets; - Reliability: fulfilling obligations in a highly responsible manner; - Excellent communication skills; - Cultural sensitivity; - Self-control and maintaining composure; - Tolerance and adaptability; - Accountability toward stakeholders; - High confidentiality, respect and non-discrimination attitude.