

# TERMS OF REFERENCE



Project:	<b>Localization of SDGs through Participatory Development Planning by Tehsil Local Government in Khyber Pakhtunkhwa</b>
Assignment:	Graphic designing and illustrations as per the requirements of the project.
Duration	15 October, 2023 to 31 August, 2024
Station	CPDI office, Islamabad
Level of Efforts	25 working days spread over the period from October 2023 to August, 2024
Last date to apply:	02 October, 2023

## A. ABOUT CPDI

Centre for Peace and Development Initiatives (CPDI) is an independent, non-partisan and a not-for-profit civil society organization working on issues of peace and development in Pakistan. It is registered under Section 42 of the Companies Ordinance, 1984 (XLVII of 1984). It seeks to inform and influence public policies and civil society initiatives through research-based advocacy and capacity building to promote citizenship, build peace, improve governance, and achieve inclusive and sustainable development. Areas of special sectoral focus include promotion of peace and tolerance, rule of law, local governance, transparency and access to information, budget watch, media development, electoral reforms, legislative strengthening, and democratic development.

## B. ABOUT THE ASSIGNMENT

### B. 1. BACKGROUND

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) has initiated a project titled as Participatory Local Governance (PLG) to assist the governments in Punjab and Khyber Pakhtunkhwa to further strengthen their local governance system towards improved services delivery to the citizens. PLG builds on the earlier gains of its two completed projects in Punjab and Khyber Pakhtunkhwa i.e., the Support to Local Governance Project and the FATA Development Project by creating synergies on the already achieved results and the capacities built. The PLG will provide support mainly in three areas i.e., local revenue generation, participatory development planning, and digitalization for improved services delivery.

GIZ has partnered Center for Peace and Development Initiatives (CPDI) to assist the Government of Khyber Pakhtunkhwa (GoKP) in evolving a structure for and building capacities around participatory local development planning in the province. This initiative (project for CPDI) is termed as “Localization of SDGs through Participatory Development Planning by Tehsil Local Government in Khyber Pakhtunkhwa”.

The overall goal of the project is “To create awareness, build capacities, enable public participation and facilitate relevant stakeholders for SDG-oriented Tehsil-level development planning.” The strategic objectives of this project are to (i) to support the Tehsil Local Governments in KP in the formulation of 25 SDG-oriented tehsil-level annual plans that take into account the needs, suggestions and aspirations of the citizens; (ii) to build the capacity of selected TLGs regarding participatory local level planning and budgeting process; (iii) to increase the capacity of the provincial level for strengthening participatory planning and citizen engagement at local level; and (iv) to generate public awareness on local level planning and opportunities for citizens’ participation, especially for women and marginalized segments of society.

## B.2 MAJOR DUTIES AND RESPONSIBILITIES:

- Conceptualize the contents and the information about SDGs oriented development planning by the Tehsil Local Governments in KP, in terms of graphic design and illustrations.
- Developing creative concepts and ideas and translating them into visual designs as per the requirements of the project.
- Creating and editing images
- Designing and formatting contents on SDGs oriented participatory development planning process to be disseminated throughout the length of project to the public through social media, radio network(s), community sessions and various brochures & pamphlets.
- Formatting and designing layout of the publications as per the requirement of the project.
- Designing attractive, engaging, and using modern visual materials to convey key messages to various target audiences in compliance with donor’s branding, such as design elements for web-based platforms (websites, newsletters) and info graphics, posters, leaflets, logos, brochures, radio and any other design required.

- Design the required visual in an attractive, engaging, and modern way, making sure it supports the conveyance of the textual content targeting various audiences.
- Ensure the visual's compliance with all the potential uses needed (online, print, large scale, black & white, etc.) as well as file formats.
- Work on Coral Draw, Adobe InDesign, Adobe Illustrator, and Adobe Premier for the pictorial creation of the content.
- Work closely with the Project Manager of the Project and Manager Communication CPDI.
- Submit draft layout/sketches for discussion with CPDI and government partner and revise the selected layout, inclusive of feedback provided.
- Has the ability to find innovative design solutions, address visual challenges, and adapt to different project requirements and branding.
- Aware of the latest design trends, techniques, and software tools.
- Formatting files, optimizing images, selecting appropriate color profiles, and ensuring high-quality output.
- Development of templates for formatting and designing documents, reports etc.
- Any other task assigned by Project Manager, Communication Manager and ED.

#### C. PAYMENT

Payment to the Consultant will be made against the number of days of performance/efforts reflected by him in the time sheet along with evidence of activities and deliverables.

#### D. REPORTING STRUCTURE AND COORDINATION

The services under this consultancy assignment will be supervised by the Project Manager and Manager Communications, CPDI. The Consultant will report to and will get directions during the currency of the provision of services from both the Project Manager and Manager Communications, CPDI.

#### E. REQUIRED QUALIFICATION AND EXPERIENCE

The Consultant should possess a combination of technical expertise, relevant work experience, and skills to successfully perform the duties and responsibilities mentioned in paragraph 2B. The Consultant should have following qualification & experience for selection:

Educational Qualifications:

- Minimum bachelor's degree in graphic design/Visual Arts/Fine Arts, or in a related field from an HEC recognized University.
- Certification in Graphic Design or a related field.

#### Relevant Work Experience:

- Minimum 3 years of professional experience in graphic design.
- A strong portfolio showcasing a variety of design projects.

#### Technical Skills:

- Proficiency in industry-standard graphic design software (e.g., Adobe Creative Suite, CorelDRAW, Canva, Sketch, etc.).
- Strong understanding of typography, layout, and color theory.

#### F. HOW TO APPLY

Interested individuals can send their detailed CVs/Profile highlighting the relevant experience and qualification and sample of previous work (70% weightage for evaluation) as well as the financial proposal (30% weightage for evaluation) mentioning the name of assignment in the subject line at: [hr@cpdi-pakistan.org](mailto:hr@cpdi-pakistan.org). The financial proposal should be inclusive of applicable taxes and work-related logistical costs (i.e., travel/ lodging, incidentals, etc.), as required for assignment related activities in Islamabad, Peshawar, and target TLGs in KP, as may be required. No such expense claims will be entertained/paid by CPDI.

\*Late submissions will not be entertained.