

TERMS OF REFERENCE

HIRING OF THE CONSULTANT GRAPHIC DESIGNER UNDER LGA 2013 FOCUSING ON INCLUSIVE AND GENDER RESPONSIVE MANAGEMENT OF LOCAL SERVICES UNDER THE PROJECT “STRENGTHENING CAPACITIES FOR IMPROVED MANAGEMENT OF LOCAL REVENUES AND LOCAL SERVICES”.



Posted date	11-Mar-24	Last date to apply	25-Mar-2024	
Country	Pakistan	Location	Peshawar	
Type of Services	Consultancy (contractual)	Category	Local Optimization	Services
Position	1 (30 days)	Tentative commencement date of Services	01-Apr-2024	
Tentative Completion Date	31-Aug-2024			
Proposals / applications to be submitted at: hr@c-gpa.org.				

A. ABOUT CENTER FOR GOVERNANCE AND PUBLIC ACCOUNTABILITY

Centre for Governance and Public Accountability (CGPA) is a not-for-profit, non-governmental, non-partisan, civil society organization working for the promotion of public accountability and good governance. CGPA was established in 2011, and registered in January 2012 under the Societies Registration Act, 1860. CGPA is governed by a Board of Directors, comprising of seven members. CGPA has been actively providing specialized and expert technical services in public policy and governance, service improvement, promotion of peace and tolerance, inclusivity, rule of law, local governance, local finance & planning & revenues, digital solutions for service delivery and improved governance, transparency and access to information, civic education through research and analytical work, budget accountability and social audit, 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 with CGPA to assist the Local Government Elections and Rural Development (LGE&RD) Department, Government of Khyber Pakhtunkhwa (GoKP) in further deepening and expanding key reforms pertaining to local revenue mobilization, improving service delivery, and adopting sophisticated and improved mechanisms for citizens' engagement in service delivery. To deliver services in these areas, the GIZ has awarded a project titled as "Strengthening Capacities for Improved Management of Local Revenues and Local Services" under the overall umbrella of PLG Project.

The overall goal of the project is to "strengthen the capacities of the local governments for provision of improved local services and realization of local revenues". Specific objectives are"

- a. Strengthening capacities of the local governments for provision of improved local services through training and capacity building activities focusing especially on inclusive and gender responsive management of local services; and
- b. Strengthening capacities of the local governments for improved collections of local revenues through training and capacity building on use and operations of the FRIMS.

B. 2. SCOPE OF THE ASSIGNMENT

The resource person/trainer will be responsible for the following tasks:

- Visual Design: Create visually stunning and cohesive designs that align with the requirements of the manager.
- Create and design various materials for digital and print
- Design materials that showcase the company culture, values, and employer value proposition.
- Develop infographics, charts, and visual elements to enhance the communication of different department processes and policies as and when required.
- Create design assets for external communication, ensuring a consistent and professional visual identity.
- Work closely with cross-functional teams to understand communication objectives and translate them into compelling visual content.
- Select colors, fonts, images, and layouts
- Ensure projects are completed in a timely manner with a quality product
- Advise best practices and optimizations throughout design projects.
- Collaborate with manager to develop new approaches for creating more-expressive graphics for the company
- Work with a wide range of media and graphic design software
- Establish creative direction for the company within brand guidelines
- Manage multiple projects within design specifications and budget restrictions
- Determine voice and messaging for graphic design pieces
- QA design for errors
- Implement feedback and changes whenever possible
- Create visualizations that convey accurate messaging for the project.

C. PAYMENT

Payment of fee to the consultant will be made as per the following schedule:

Deliverable	% Payment
Final Reports of all the tasks	100%
Total	100.00%

D. REPORTING STRUCTURE AND COORDINATION

The services under this consultancy assignment will be supervised by the Technical Lead, CGPA. The Expert will report to and will get directions during the currency of the provision of services from the Technical Lead.

E. REQUIRED QUALIFICATION AND EXPERIENCE

The consultant should possess a combination of technical expertise, relevant work experience, and interpersonal skills to successfully deliver all the deliverables as stated above under this project. The following are the key qualification & experience criteria required for selection:

- Educational qualifications: The consultant should hold at least a bachelor's degree in public policy, social sciences, management sciences, or a related field.
- General Experience: At least 10 years of experience in extensive knowledge and experience in solid waste management, public service provision, and local governance, particularly within the context of the LGA 2013.
- Relevant Experience: Expertise in urban governance, with a focus on transportation and public services management.
- Strong communication and inter-personnel skills: The candidates shall possess strong inter-personnel skills having the ability to engage and link all participants during the training sessions. The candidates shall also have excellent communication and reporting abilities, with proficiency in English and Urdu.
- Previous consultancy experience: Previous experience of working as a trainer on similar assignments is mandatory. The consultant should provide access to reports or documents of similar nature to evaluate his/her application during hiring process, if so required by CGPA.

F. HOW TO APPLY

Interested individuals shall send their detailed CVs/Profile highlighting the relevant experience and qualification as well as the daily fee rate in Pak Rupees mentioning the name of assignment in the subject line at: hr@c-gpa.org. The daily fee rate shall be inclusive of fee and all incidental expenditures to undertake the assignment (including applicable taxes, travelling, logistics, printing etc.). Last date for receiving applications is provided in the summary table above. CGPA may call for tests or interview for which no TADA will be admissible. Female candidates are encouraged to apply. CGPA holds the right to cancel the process of hiring before award of contract without assigning any reason thereof.

*Late submissions will not be entertained.