

# TERMS OF REFERENCE

HIRING OF THE GRAPHIC DESIGNER FOR THE PROJECT  
“STRENGTHENING CAPACITIES FOR IMPROVED MANAGEMENT OF  
SERVICES”.



<b>Posted date</b>	21-Apr-25	<b>Last date to apply</b>	30-Apr-2025
<b>Country</b>	Pakistan	<b>Location</b>	Khyber Pakhtunkhwa
<b>Type of Services</b>	Consultancy Contract	<b>Category</b>	Municipal services management
<b>Position</b>	01	<b>Tentative commencement date of services</b>	08 <sup>th</sup> May 2025
<b>Length of Assignment</b>	30 days	<b>Tentative duration</b>	08 <sup>th</sup> May 2025 to 31 <sup>st</sup> July 2025
<b>Proposals / applications to be submitted at:</b> <a href="mailto:hr@c-gpa.org">hr@c-gpa.org</a>			

## 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 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. PURPOSE AND OBJECTIVES OF THE ASSIGNMENT

The CGPA seeks to recruit a highly qualified graphic designer to develop informational, educational, and communicational (IEC) materials. The graphic designer will also assist in designing the contents and materials of the manual for the training of target officials. These IEC materials and manual will aid in the capacity building initiatives of the CGPA to equip the target officials on gender responsive and inclusive management of local services under the Participatory Local Governance Project.

## B. 3. SCOPE OF THE ASSIGNMENT

The scope of this assignment encompasses the development of comprehensive IEC materials based on approved manual and advocacy contents, tailored to the context of Khyber Pakhtunkhwa's local governance reforms. The expert will thoroughly engage with other consultants while developing the IEC materials. The expert will also provide inputs in the manual for training of target officials on gender responsive and inclusive management of local services in Khyber Pakhtunkhwa.

## B. 4. ACTIVITIES AND TASKS

The following activities and tasks will be performed by the Graphic Designer:

<i>Sr.#</i>	<i>Activity / Tasks</i>	<i>Level of efforts (days)</i>	<i>Timeline (Month)</i>
1.	Liaison with relevant experts and officials of CGPA on requirements and designs for the IEC and for training manuals	2	May 2025
2.	Create visually stunning and cohesive designs for the training manual that align with the requirements of the capacity building of target officials on gender responsive and inclusive management of local services.	15	May 2025
3.	Create and design various IEC materials for digital and print for the community sessions and	10	June 2025

	advocacy for solid waste management		
4.	Implement feedback and changes as per the requirements of the training manual and IEC materials for SWM	3	June 2025
	Total	30	

## B. 5. DELIVERABLES

The Expert will be responsible to deliver the following deliverables:

- a) Support in the Design and Layout of Training Manuals/Modules on gender responsive and inclusive management of local services
- b) Infographics and Visual Aids on related themes of the solid waste management.
- c) Awareness Campaign Materials (e.g., posters, pamphlets, flyers) for public use at local government offices
- d) Presentation Templates and Slide Decks for use in official trainings and workshops
- e) Social Media Graphics and Digital Banners for awareness and visibility campaigns
- f) Event Branding Materials (e.g., backdrops, name tags, signage) for capacity-building and public forums
- g) Final Design Package including editable source files (AI, INDD, PSD), print-ready formats (PDF, PNG), and a compiled visual asset library

Pictures, attendance sheet, and meeting minutes shall be shared with Project Manager CGPA as means of verifications and record keeping.

## C. PAYMENT

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

Deliverable	% Payment
A. Training Manual on Gender Responsive and Inclusive Management of Local Services	50%
B. IEC materials for community sessions and advocacy for solid waste management	50%
Total	100%

## D. REPORTING STRUCTURE AND COORDINATION

The Graphic Designer will be supervised by the Project Manager, CGPA. The Capacity Building Expert will report to and will get directions during the currency of the provision of services from the Project Manager.

## E. REQUIRED QUALIFICATION AND EXPERIENCE

This position requires a professional with extensive technical knowledge and hands-on experience in trainings and capacity building focusing on gender-inclusiveness, who can engage with stakeholders, analyze waste streams, and propose sustainable solutions. The following are the key qualification & experience criteria required for selection:

- Educational qualifications: The consultant should hold at least a bachelor's degree in Graphic Design, Visual Arts, Communication Design, Media Sciences, or a related field from a recognized university.
- General Experience: At least 3 to 5 years of proven experience working as a professional graphic designer or in a similar creative role, preferably with development projects, public sector institutions, or NGOs.
- Strong portfolio demonstrating creativity and a range of design styles for both print and digital media.
- Experience in developing communication materials such as brochures, info graphics, reports, banners, and social media content tailored for public awareness campaigns.
- Knowledge of branding, identity design, and user-centered design principles.
- Familiarity with creating culturally sensitive and locally relevant designs for diverse audiences, particularly within the socio-political context of Khyber Pakhtunkhwa.
- 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 can send their detailed CVs/Profile highlighting the relevant experience and qualification as well as the per day fee rate at: [hr@c-gpa.org](mailto:hr@c-gpa.org) mentioning the title of the consultancy assignment in the subject line. 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. CGPA holds the right to cancel the process of hiring before award of contract without assigning any reason thereof.

\* Females are encouraged to apply.

\*\* Late submissions will not be entertained.