USAID Uganda Biodiversity for Resilience Activity

1. Background:

The USAID/Uganda Biodiversity for Resilience (B4R) Activity (2020-2025) provides technical assistance to communities, the government of Uganda, and the private sector, to conserve and manage biodiversity in target ecosystems for lasting environmental and economic sustainability and increased community and household resilience. B4R is implemented by RTI International together with consortium partners African Wildlife Foundation (AWF), Conservation Through Public Health (CTPH), and Viamo.

The Activity works closely with key government agencies including Uganda Wildlife Authority (UWA) and the National Forest Authority (NFA), related ministries and departments, as well as district and local authorities in support of community wildlife ranches, collaborative forest management areas and protected area management while promoting market-based solutions to improve stewardship of the natural resources necessary to sustain Uganda’s economic development.

The Activity prioritizes conservation of key biodiversity in five target landscapes of;

- Kidepo Valley National Park area: Karenga Community Wildlife Area and Central Forest Reserves of Timu, Morungole, Nyagea Napore, Lwala, and Rom in Karenga, Kaabong, Abim, Kotido, Kitgum, and Agago districts.
- Murchison Falls National Park area: Murchison Community Conservancy in Packwach and Nwoya districts.
- Budongo Central Forest Reserve in Masindi and Hoima districts.
- Lake Mburu National Park area: Rurambira Conservancy in Isingiro and Kiruhura districts and Mbarara City.
- Queen Elizabeth National Park: Kalinzu Central Forest Reserve and Kyambura Wildlife Reserve in Rubirizi District.

USAID/Uganda Biodiversity for Resilience Activity (B4R) is seeking the services of a Graphics Design Consultant to support its Communications and Knowledge Management team. The consultant will conceptualize and design artwork for a wide range of offline and online materials such as reports, social media posters, infographics, case studies, thematic one pagers, Landscape spotlights, Knowledge summaries and case by case communications materials. This work demands a creative flair, attention to
detail and a professional approach to timelines. This is a remote position, with occasional in-person meetings at the B4R Office in Kampala.

2. Objectives of Assignment:

The Graphics Design Consultant will work with the B4R Communications and Knowledge management team and technical teams to design dynamic and engaging visuals/artwork for social media platforms, publications, events materials and signage, infographics, data visualizations, icons, newsletters, brochures, flyers, report covers and layout, one-pagers, factsheets and other branded materials as needed.

3. Specific Activities:

The Graphics Design consultant will work closely with the team to develop conceptual designs, supporting the overall B4R messaging strategy. Specific activities will include but are not limited to;

- Designing, editing, and refining a full range of print and digital collateral, including infographics and data visualization, one-pagers, reports, and marketing materials, case studies, landscape spotlights, one pagers and case by case branded materials.
- Selecting color schemes, styles, themes, and layouts to bring the approved design to life.
- Assisting in publishing visual designs and formatting of online and offline documents including e-newsletters and websites.
- Providing the equivalent of one day per month to offer hands on support and mentorship of Activity staff in Graphics Design.
- Ensure final graphics artwork and layout are clean, trendy, brand-compliant and visually appealing.
- Assist with identification of appropriate printing material types and sizes.

4. Deliverables

This is an on-call consultant position. Deliverables will be based on the specific tasks assigned and payment will be deliverable based.

5. Terms & Proposed Schedule

Level of Effort: Not exceeding 6 days per month, exceptions can be made with prior written approval from B4R.

Working Arrangements: This is a remote position. The Consultant will work closely with the B4R Communications and Knowledge Management Specialist and the Technical Team.

Estimated Start Date: December 1, 2021


Locations: Remote
6. Travel and Logistics

This is a remote position. No travel required.

7. Minimum Eligibility Requirements

Qualifications and Experience:

- Bachelor's Degree or professional certification in Graphic Design, Media Arts, Web Design, Visual Arts or similar area of study
- Expertise in industry-standard graphic design and multimedia tools such as the Adobe Suite (Photoshop, Illustrator, and InDesign.)
- Demonstrated experience conceptualizing, creating and executing design solutions as well as maintaining visual appearance, usability and brand continuity
- Experience developing graphics, illustrations, other creative materials for web and print
- Experience creating materials for USAID-funded projects or RTI is an advantage.
- Experience working with web-based email marketing platforms such as Mailchimp or Constant Contact

How to apply

Interested individuals should submit their CV, a cover letter and a portfolio/samples of their work to USAID/Uganda Biodiversity for Resilience Activity (B4R) via email to: HR@ugandabiodiversity.rti.org.

Deadline for submissions: **21st November 2021.**