



Supporting Women's Livelihood (SWL) Initiative in Zambia Terms of Reference for Graphic Illustrator Consultant

Client:	Government of Zambia and the World Bank
BRAC USA Lead:	Dristy Shrestha
Position:	Graphic Illustrator Consultant
Location:	Remote
Dates of Assignment:	September - December, 2020
Duration of Assignment:	Part-time & Intermittent, estimated 20 working days

Background

The Government of Zambia and the World Bank are funding a multi-year nationwide initiative, the Girls' Education and Women's Empowerment and Livelihoods (GEWEL) project, to tackle the dual challenges of extreme poverty and gender inequality. One component of the GEWEL project is the Supporting Women's Livelihoods Initiative (SWL). SWL is the first large-scale and fully government-implemented effort to reduce poverty through a time-bound, comprehensive, package of interventions in Sub-Saharan Africa. Modeled on the "graduation approach", SWL provides women from extremely poor households with life and business skills training, a productive grant equivalent to USD 225, follow-up support and mentorship, and savings groups. To date, the project has reached over 75,000 participants since 2016 and is in the process of being extended to continue with World Bank funding until 2024. SWL is being implemented by the Ministry of Community Development and Social Services (MCDSS).

The World Bank has contracted BRAC Ultra-Poor Graduation Initiative (UPGI) as the technical assistance provider to strengthen SWL's impact on women's empowerment by making two main adaptations: (i) revision of the beneficiary training curriculum to include sexual and reproductive health information and streamline existing content; and (ii) inclusion of nimble, easily implementable, measures to engage men as allies to protect and empower women.

Description of Assignment

As a part of SWL's curriculum development activities, the Graphic Illustrator Consultant will design high quality original/custom graphics and illustrations to supplement the revised training curriculum as guided by BRAC and format the layout of the curriculum. All materials must be tailored to low-literacy populations and delivered in a format that accommodates staff and beneficiary needs (to be presented after contract signing).

Scope of Work

The Consultant is expected to complete the following tasks:

- Create a Visual Guide with high quality and relevant graphics and illustrations (examples available in the appendix) to serve as supplementary visual aid resource for the revised training curriculum
- Embed thumbnail version of the graphics and illustrations from Visual Guide into the revised Training Curriculum Manuals.
- Format the layout of the two training curriculum manuals (i) Life Skills and Sexual & Reproductive Health Training Curriculum, and (ii) Financial Literacy & Business Skills Training Curriculum - with a total of 21 sessions, 120 mins each.

Qualifications

- Bachelor Degree in communications, design, or other field
- Proven experience as a designer and illustrator
- Strong familiarity with cultural contexts of east/central Africa, preferably Zambia
- Experience working within the international development sector is an advantage
- Fluency in English
- Strong visual presentation and design skills supported by demonstrated experience, including creating original/custom graphics and illustrations
- Excellent computer skills and experience in preparing communication materials
- Demonstrated ability to work with minimal supervision on independent tasks
- Understanding of vocabulary, terminology, and references in international development
- Displays cultural, gender, religion, race, nationality, disability, age sensitivity, and adaptability

How to Apply

Candidates are encouraged to apply by submitting the following:

1. Cover letter explaining why you are a suitable candidate for this assignment;
2. CV/Resume including past experience and at least 3 references
3. Daily and/or hourly billing rate
4. Previous work sample that demonstrates similar previous assignments

Please submit all documentation electronically to applications@brac-upgi.org no later than September 24, 2020 with the subject "Graphic Illustrator Consultant - Candidate Name." Applications are reviewed on a rolling basis.

Only soft copy applications will be considered, and only shortlisted candidates will be contacted.

Picture 1: Clementine's Goals

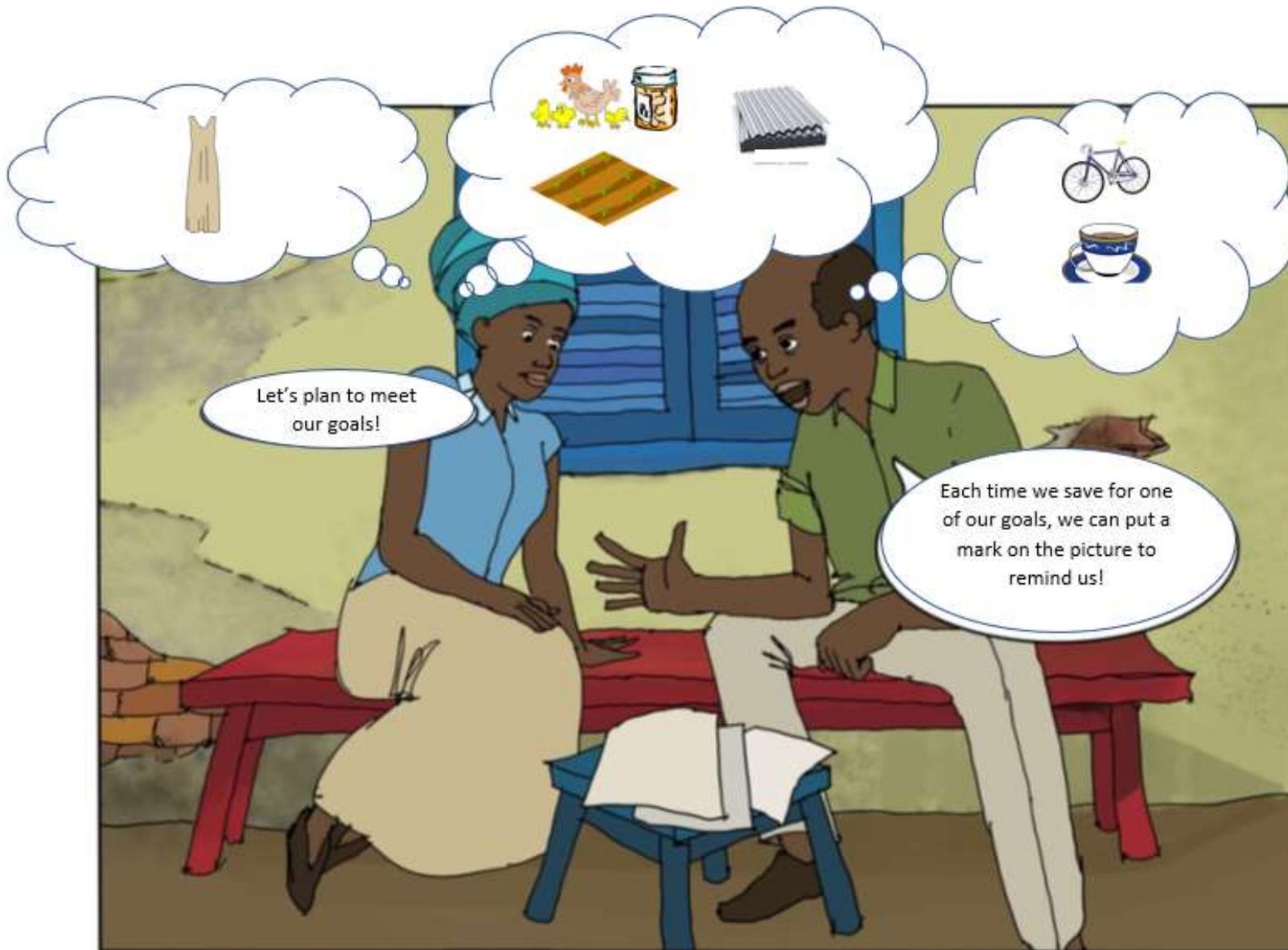


Illustration Source; World Bank Financial Education Toolkit for Cash-Transfer Programs, 2018.

Picture 2: Different Ways to Save



Illustration Source: BCV Financial Education Modules, Global Communities, 2011.

Picture 5: Keeping Your Money Safe – Clementine and Agnes



Illustration Source: World Bank Financial Education Toolkit for Cash-Transfer Programs, 2018.

Picture 6: Should I Save or Borrow?

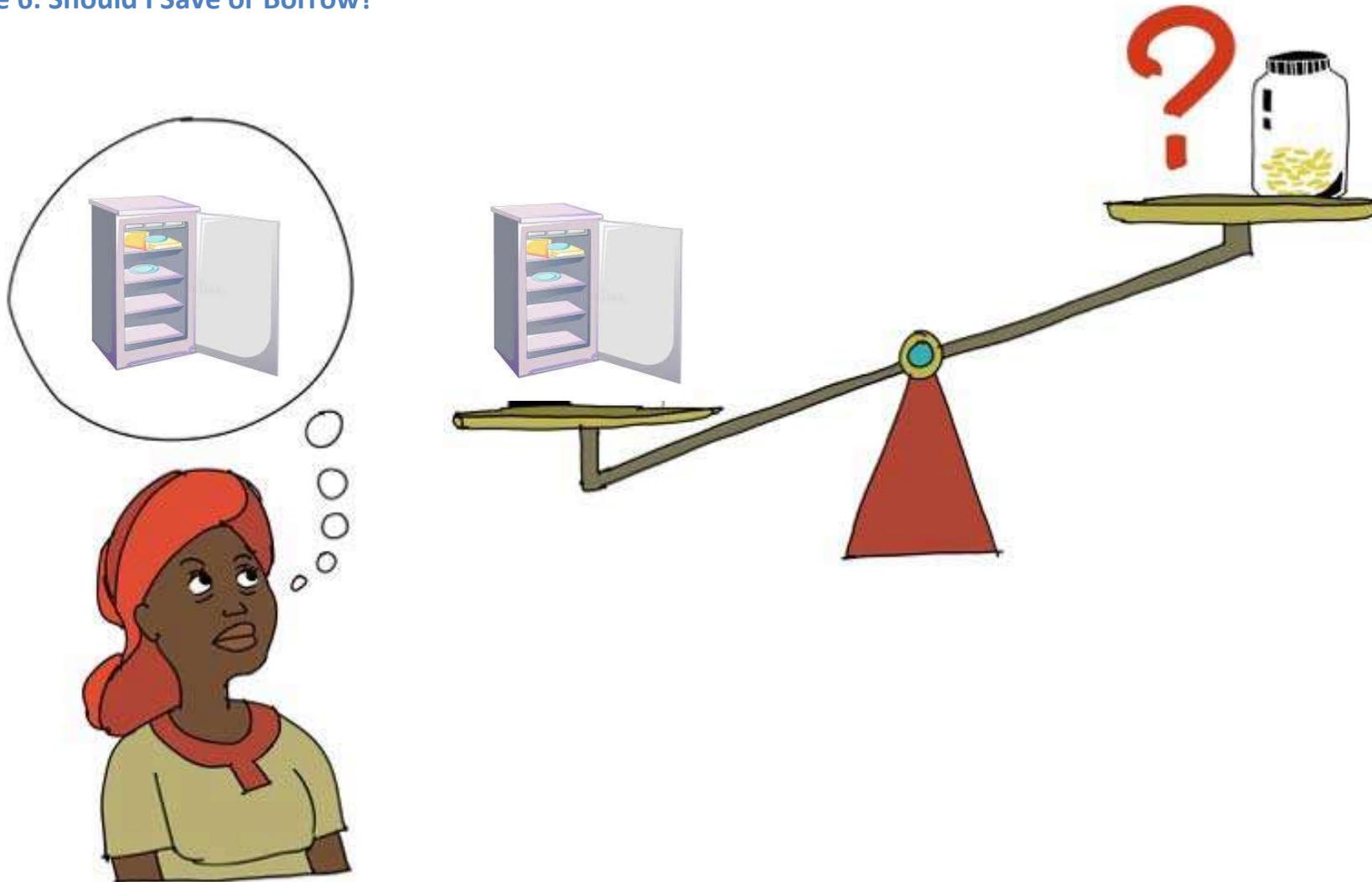


Illustration Source: World Bank Financial Education Toolkit for Cash-Transfer Programs, 2018.