

Terms of Reference

Long term agreement for consultancy services for design of publications and materials

1) Summary

Date: 19 March 2020

Reference: LTA/2020/01

Country: Kenya

Description of the assignment: Long term agreement for consultancy services for design of publications and materials

Period of services: long term agreement – 3 years

Offers: Proposals should be submitted through email to RfA@faithtoactionnetwork.org, no later than **29 March 2020 at 11:59 PM Nairobi Local Time**. Proposals will not be received through courier, hand-delivery or regular mail.

Any request for clarification must be sent in writing to the e-mail RfA@faithtoactionnetwork.org. The Faith to Action Network Procurement Committee will respond in writing by standard electronic mail.

2) Background

Faith to Action Network wishes to sign Long-Term agreements with 3 Graphic Designers.

Faith to Action Network does not warrant that any quantity of services will be purchased during the term of this Long-Term Agreement (LTA), which shall be for three years.

Detailed services will be contracted through a Faith to Action Network Purchase Order which will be issued for each requested assignment under the LTA.

The Long-Term Agreement is a non-exclusive arrangement and Faith to Action Network has the right to procure the same or similar services from other consultants at its sole discretion and as the situation may warrant.

3) Scope of work

The services of a Graphic Designer are required to provide timely and high-quality professional services. The consultant will undertake the following tasks and activities:

- **Task 1:** Meet with the Faith to Action Network's team to discuss context, target audience and purpose of developed publications (physical or online meetings);
- **Task 2:** Develop, within deadline mentioned in purchase order, creative designs for different publications including but not limited to research publications, guidelines and tools, short briefs and

fact sheets, case stories, Information and Educational Materials, promotional materials (such as banners, brochures, invitations, etc.);

- **Task 3:** Closely liaise with the project manager to ensure designs reflect content, purpose and Faith to Action Network identity during the review process;
- **Task 4:** Present, before deadline, final version of designs based on the Faith to Action Network team feedback.

4) Duration of agreement

3 years.

5) Duty station

The consultancy is home-based. Meetings with Project Manager, if required, shall be held at Faith to Action Network offices in Nairobi or online.

6) Institutional arrangements

The consultant will work under direct supervision of the Project Manager. Faith to Action Network will be responsible for providing the consultant with all necessary information related to the service in a timely and transparent manner.

Moreover, the consultant is expected to consider that he/she will perform the needed work using his/her own property and technology, and hold direct responsibility for the quality of delivered outputs.

Provisional approval of submitted material shall take place as decided in the Purchase Orders defining deliverables and milestones. It is expected that such approval shall not exceed five working days from the notification of the completion of a specific milestone.

Upon submission of each final material, the Project Manager shall respond within maximum of five working days and the decision may either be:

- Approval,
- Approval with reservations upon which the Consultant shall reply within five working days under penalty of rejection, or
- Rejection with clear justifications.

7) Confidentiality and Authorship

The title rights, copyrights and all other rights of whatsoever nature for any material produced under this consultancy are the sole and exclusive property of Faith to Action Network. The consultant will submit all materials to Faith to Action Network. Therefore, all materials will not be disseminated in part or whole without express authority from Faith to Action Network. The consultant shall not produce information in these materials in any form (electronic, hard copies, etc.) to a third party without a written permission from Faith to Action Network.

8) Payments

There are two types of contracts:

Type of service	Unit Rate	Payments	Invoice
Layout and graphic illustration of research publications, guidelines and tools, short briefs and fact sheets, case stories	Fee per word	Payments are made to the individual consultant based on the number of words, and upon satisfactory delivery of services as follows: Fee per word X number of words = payment	When completing deliverables, the consultant must submit an invoice detailing words, duly approved by the Project Manager, which shall serve as the basis for the payment of fees.
Layout and graphic illustration of information and education materials, infographics, promotional materials (such as banners, brochures, invitations, etc.)	Daily fee	Payments are made to the Individual Consultant based on the number of days worked, and upon satisfactory delivery of the services as follows: Daily Fee X Number of Days Worked = Payment	When completing deliverables, the consultant must submit an invoice detailing days used, duly approved by the Project Manager, which shall serve as the basis for the payment of fees.

9) Requirements for experience and qualifications

Years of Experience: At least three years of relevant experience in graphic design, illustration or any related field.

Competencies:

- Excellent experience in layout and infographics and typography,
- Excellent experience in creative illustration,
- Proven knowledge in computing and design software,
- Fluency in English,
- Fluency in French desirable.

Faith to Action Network is an equal opportunity employer committed to cultural and religious diversity. Our organisation is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all suppliers to share this commitment.

10) Proposal

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

Technical Proposal:

- Letter to Faith to Action Network confirming interest and availability for the Individual Contractor Assignment, explaining why you are the most suitable for the work
- Provide the Portfolio of previous works to prove experience.
- CV including past experience in similar work and at least 3 references, mentioning the references' e-mails addresses and direct phone numbers.

Financial proposal

The financial proposal will specify the daily fee and a fee per word quoted in separate line items. The fees must be all-inclusive, including applicable taxes.

In order to assist the procurement committee in the comparison of financial proposals, the financial proposal shall be presented using the format of Annex 1.

11) How to apply

The consultancy is open for all consultants who meet the selection criteria and propose a competitive fee. Interested consultants are requested to apply only through email at RfA@faithtoactionnetwork.org. Submissions through any other media will not be considered.

The application must include all of the following documents:

- Letter to Faith to Action Network confirming interest and availability for the Individual Contractor (IC) Assignment and explaining why you are the most suitable for the work
- Portfolio of previous works to prove experience.
- CV including past experience in similar work and at least 3 references, mentioning the references' e-mails addresses and direct phone numbers.
- Financial proposal using the format of Annex 1.

Incomplete applications will not be considered.

12) Evaluation

Individual consultants will be evaluated based on the following methodology: When using this weighted scoring method, the award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:

- responsive/compliant/acceptable, and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. The Technical Criteria weight is 70% and the financial criteria weight is 30%.

Only candidates obtaining a minimum technical score of 70 points will be considered for the Financial Evaluation.

Criteria	Weight	Max. points
Technical competencies	70%	100
Technical experience in graphic design: <ul style="list-style-type: none"> - Below 3 years (0 points) - 3 years (20 points) - 4 to 10 years (30 points) - > 10 years (35 points) 		35
Portfolio <ul style="list-style-type: none"> - Proven experience in layout and infographics and typography (30 points) - Proven experience in creative illustration (10 points) - Proven knowledge in computing and design software (10 points) 		50
Competencies <ul style="list-style-type: none"> - Fluency in English (10 points) - Fluency in French (5 points) 		15
Financial offer (lower offer)	30%	100
Total score	100%	Technical score X 0.7 + Financial score X 0.3

13) Disclaimer

Faith to Action Network reserves the right to accept or reject any or all proposals without any explanation whatsoever.

Annex 1: financial proposal format

Offeror Name:

Date:

Type of service	Unit Rate	All-inclusive fee	Please, indicate the applicable tax rate here, which has been included into the “all inclusive fee”
Layout and graphic illustration of research publications, guidelines and tools, short briefs and fact sheets, case stories	Per word		
Information and education materials, infographics, promotional materials (such as banners, brochures, invitations, etc.)	Per day		

Full Name and Signature:

Date Signed:
