



CALL FOR GRAPHICS DESIGNER

Position ; Graphics Designer

Event ; The People Dialogue Festival

Location; Remote

Duration; 5 months (December 2024 to April 2025) , with potential for extension based on deliverables

Start Date ; 2nd December 2024

Reporting to; The PDF Team Lead

1. Background

The People Dialogue Festival (PDF) is a flagship dialogue initiative by the Centre for Multiparty Democracy Kenya (CMD Kenya) aimed at shaping the discourse around critical issues by bringing together leaders and people to engage in meaningful conversations about pressing challenges facing the broader society in Kenya. Under the overarching theme of Competition and Collaboration in Democratic Development, the inaugural edition of the Festival was successfully convened in March 2019, and five subsequent editions held annually in March. CMD Kenya is committed to nurturing meaningful dialogue and sustaining a platform for thought leaders, experts, and visionaries within the political, public, private, professional, and civil society sectors to come together and address critical issues facing our community and beyond.

PDF is uniquely relevant as it ensures that enhanced dialogue goes beyond the political elite and accommodates gender equality, the inclusion of youth, minorities, civil society organizations, and other nontraditional actors like citizen movements and faith-based organizations in a political decision-making process. Participation has steadily and organically grown from less than 1,000 participants in the inaugural edition held in 2019 to over 10,000 in 2024. PDF attracts a diverse audience including elected and nominated leaders, national and county government officials, political parties, civil society organizations, professional associations, private sector players, high schools and institutions of higher education, trade unions, media, artists, women's rights organizations, youth-led and youth-serving organizations, community-based organizations, international democracy support organizations and representatives of diplomatic missions. The 7th edition of the People Dialogue Festival shall take place from **5th to 8th March 2025 at Uhuru Park, Nairobi** with the overarching theme **Building a Collaborative Democracy for Kenya's Sustainable Future.**



2. Objective

The primary objective of the graphics designer will support the development of graphics material for the 7th edition of the PDF by developing a visual identity in line with the communication and branding guidelines, values and structure of the People Dialogue Festival. The consultant will collaboratively work with the PDF Secretariat, and will assist in the delivery of audience-focused and impactful communication material. The graphics designer will focus specifically on developing graphics and illustration contents for the 2025 People Dialogue Festival. The graphics designer will need to have a creative flair and a strong ability to translate requirements into design and should therefore communicate well and methodically, to inspire and attract the target audience with ever-growing design elements.

3. Scope of Work

The graphics designer will be responsible for the following tasks;

- a. Define requirements, visualize and create graphics including illustrations, layouts and photos in line with the PDF agenda and guidelines.
- b. Work in cooperation with the PDF Secretariat to develop and deliver illustrations and graphic assets to be included on the PDF website in line with the PDF identity and values;
- c. Work in cooperation with the PDF Secretariat to develop and deliver the visual graphic identity and layout of the PDF 2025 speaker & panel posters as well as branded merchandise.
- d. Work in cooperation with the PDF Secretariat to develop and deliver the graphic layout of the full and abridged versions of the PDF 2025 reports.
- e. Design the full and abridged PDF 2025 reports, in line with the PDF identity and brand guidelines.

4. Deliverables

Specifically, the graphics designer will produce designed graphics material per all the needs of the PDF 2025, including the panel posters, official event poster, full report, abridged report and any other needs as discussed with the PDF Secretariat.



5. Skills & Competencies

- Has experience in designing visuals and developing visual identities for events
- Has experience working with civil society organizations
- Has experience developing artwork for communication campaigns
- Has experience in creating visuals for both online and physical formats
- Advanced knowledge of how graphics is used in brand reputation
- Demonstrated ability in graphics and publication design, multimedia product development, and using tools such as Adobe Creative Suite, and Canva
- Excellent attention to detail and precision in work undertaken
- Ability to prioritize work and meet deadlines with well developed time management skills, and with a certain degree of autonomy, following directions and guidance as provided
- Creativity and ability to communicate the PDF brand values in an innovative way
- Ability to work efficiently in a multicultural environment and with team spirit

We welcome submissions from designers at all stages of their careers.

6. Duration and Payment

The consultancy will run for a period of five months, commencing on or before 1st December 2024. The payments shall be made in three installments, based on submitting an invoice to CMD Kenya's finance officer over the tenure of the contract. The first installment of 20% will be paid upon signing of the contract, a second installment will be paid at the midpoint of the contract and the final installment of 40% shall be paid upon completion of the consultancy. All payments are subject to relevant statutory deductions where applicable.

7. Reporting

The graphics designer will report to the PDF Team Lead, and will work closely with other relevant team members.



8. Application

Qualified and interested candidates are invited to submit their applications to procurement@cmd-kenya.org . Please submit your portfolio and a brief proposal outlining your vision for the Pdf 2025 though by midday EAT on 28th November 2024. Interested designers should include the following elements in their application;

- A detailed CV highlighting relevant experience
- A portfolio of previous works
- Any other relevant documents