



Terms of Reference (TOR) for Graphic Designer for USAID Liberia Data Evaluation Learning and Technical Assistance (DELTA) Activity

Title: Graphic Designer

Duration: January 2025 – January 2027

LOE: 60 days annually

Background

IBI is an international economic development consulting firm based in the United States that specializes in economic growth, governance, monitoring and evaluation, and human and institutional performance improvement. Established in 1996, IBI has successfully implemented some 50 projects in over 70 countries. To learn more please visit our website at www.ibi-usa.com. IBI is a woman-owned small business.

In Liberia, IBI is implementing the USAID-funded Liberia Data, Evaluation, Learning and Technical Assistance (DELTA) Activity with the goal to provide an innovative degree of analytical and advisory services to USAID/Liberia's Office of Program and Project Development (PPD) and Development Objective (DO) teams in support of the Mission's project design, performance monitoring and evaluation, and operational learning and adapting.

Overview

The USAID/Liberia DELTA Activity is seeking a skilled graphic designer to develop high-quality digital assets to be used across multiple platforms. The designer will be responsible for transforming complex quantitative and qualitative data into visually compelling graphics, fact sheets, learning briefs, and presentations. This role requires flexibility as requests will be made on an as-needed basis by the DELTA team. The graphic designer will report to the Strategic Communications and Learning Advisor and collaborate closely with other team members.

Responsibilities

- **Digital Asset Development:**
 - Design and develop a variety of digital assets, including:
 - Data visualizations for complex quantitative and qualitative data

- Graphics for reports, learning briefs, and factsheets
 - PowerPoint presentations and infographics
 - Ensure that all materials adhere to USAID branding guidelines and align with DELTA's communication objectives.
- **Collaboration and Consultation:** work closely with DELTA team members to understand their design needs and deliver on requests efficiently.
- **Technical Expertise and Quality Assurance:**
 - Ensure consistency, high-quality aesthetics, and visual coherence across all platforms and documents.
 - Ensure that all digital assets are optimized for both web and print use.
- **Timely and On-Demand Service:**
 - Respond to design requests promptly, managing multiple tasks and deadlines effectively.
 - Keep communication channels open with the DELTA team to ensure expectations are managed and deadlines are met.
- **Innovation and Creativity:**
 - Provide creative input to make data more accessible and engaging to target audiences.
 - Suggest design improvements that could enhance the user experience or increase the impact of DELTA's communication materials.
- **File Management and Delivery:**
 - Deliver final design files in appropriate formats (e.g., PDF, PNG, PPT, etc.) for distribution or publication.
 - Organize and maintain an archive of design files for easy access and future reference by the DELTA team.

Deliverables

- **Data Visualizations:** high-quality visual representations of quantitative and qualitative data for use in reports, briefs, presentations, and more.
- **Infographics and Graphics:** engaging and informative graphics for factsheets, learning briefs, and reports.
- **PowerPoint Presentations:** professionally designed presentations that align with USAID standards.
- **Factsheets and Learning Briefs:** visually appealing and coherent factsheets and learning briefs.



Qualifications

- Proven experience as a graphic designer, particularly in developing data visualizations, reports, presentations, and other communication assets.
- Proficiency with design software such as Adobe Creative Suite (Illustrator, InDesign, Photoshop), PowerPoint, and other relevant tools.
- Experience designing for both print and digital platforms.
- Understanding USAID branding and visual guidelines is a plus.
- Strong attention to detail, creativity, and the ability to work independently under tight deadlines.

Interested applicants are encouraged to visit the Executive Mansion website for detailed information and submit Letter of Application and CVs to Procurements procurements@liberia-delta.org clearly outlining relevant competencies with the subject line “[First initial] [Last initial] Graphic Designer Application”

Applications letters and CVs must be submitted by January 5, 2025, 5p.m. GMT. Only selected candidates will be contacted for an interview.