

SCOPE OF WORK

Consultant Name:	TBD				
Project/Activity Name:	USAID/Sweden FARMA II Project {Bosnia}	Activity #			
Assignment Title:	Graphic Designer				
Position Type:	Full Time		Part Time		STTA X
Consultant Nationality:			TCN		CCN X
Engaged By:	Cardno Emerging Markets USA, Ltd.				
Position Reports to:	Private Sector Component Lead				
Assignment Period:	Start Date: June, 2018		End Date: May, 2019		
Total LOE for Position:	Total LOE: 60 days		On site:	Offsite (desk work):	

USAID/Sweden FARMA II - Description of Project

USAID and the Government of Sweden have awarded Cardno Emerging Markets USA a five-year contract for implementation of the Fostering Agricultural Markets Activity II (FARMA II) project in Bosnia & Herzegovina (BiH). The purpose of the FARMA II Project is to create agricultural and agribusiness economic opportunities for BiH farmers and entrepreneurs. USAID/Sweden FARMA II will achieve this by assisting agricultural producer organizations to adopt European Union (EU) and international agricultural and food standards and new production techniques, produce new high value products and expand their access to foreign and domestic markets.

Scope of Work: Graphic Designer (STTA)

Bosnia and Herzegovina has a strong deficit in the agri-food sector, reaching over BAM 2 billion in 2017. Trade deficit is recorded even for some products where the production capacities are generally strong, suggesting that improvements may be necessary with strengthening branding and marketing strategies within the local companies. The consequent lack of product appeal is one of the reasons domestic retailers often give more and better shelf space to foreign products.

Many producer organizations (POs) in BiH that USAID/Sweden FARMA II is working with have very poor visual identity. Logos are often improvised, labels are poorly designed and most of the POs do not even have any promotional materials, such as leaflets, posters or roll-up panels necessary for proper representation of their companies during local and international trade fairs. Following the FARMA II sectoral assessments and obstacles to growth underlined in Y3 Revised Work Plan and demand from the field, USAID/Sweden FARMA II intends to support positive changes in branding, labeling and promotion of domestic products. This activity envisions consultancy support in three areas: (1) Organization of marketing workshops with parts related to graphic design; (2) Preparation of practical guidelines for graphic design for small agribusinesses; and (3) Direct technical support to selected POs in (re)designing their logo, packaging and promotional materials.

Purpose of assignment

The purpose of this assignment is to assist producer organizations to learn about the importance of marketing and graphic design to attract consumers, boost sales and access new markets. Much packaging and labeling is unattractive and sometimes it does not comply with regulations. The activities foreseen under this assignment are expected to help POs to improve their visual identity, which will lead to increased brand awareness, increased sales, development of new distribution channels, or new product development.

Deliverables

USAID/Sweden FARMA II is planning to further support the POs to improve their marketing practices and create better market results. This will include the following activities, with deliverables as specified below:

(1) Organization of marketing workshops with parts related to graphic design

The consultant is expected to deliver a minimum of 4 trainings with interactive workshops to at least 60 POs around the country (the exact number of workshops will be determined and FARMA II will act as the organizational and logistical coordinator for the STTA). These trainings and workshops will be implemented jointly by FARMA II core team and are expected to include a short introduction on importance of marketing, how it influences costs and improves sales and profit, while the consultant will deliver a presentation on graphic design tips for small businesses with focus on analyzing existing designs and offering instructions on how to improve and re-design the relevant materials.

(2) Preparation of practical guidelines for graphic design

Together with FARMA II core team the consultant will prepare short materials for wider dissemination to POs in agricultural subsectors supported by FARMA II (dairy, poultry, fruit and vegetables, MAP¹ and honey).

Examples of short materials to be prepared with inputs from graphic designer for distribution to FARMA II POs are:

- Top 3 recommendations to small businesses when designing a logo
- How to make a great label – 5 things to keep in mind
- What to do and not to do when designing promotional materials (leaflets, posters, banners)
- Tips for creating exciting visual content for social media

To the extent possible, these materials will be adopted to the specific subsectors that FARMA II is supporting (producers of essential oils have different needs from apple producers).

(3) Direct technical support to selected POs in (re)designing their logo, packaging and promotional materials

Specific tasks for individual assignments will depend on PO needs and will be defined by the brief prepared by USAID/Sweden FARMA II and shall include but are not limited to:

- Design new or re-design existing logos;
- Design labels and/or packaging, including secondary packaging;
- Design business cards, memorandums, leaflets, posters, roll-up panels and other promotional materials;
- Design websites or relevant inputs for web design or presence on social media platforms;
- As required, support the USAID/Sweden FARMA II project with graphic design for events such as conferences, round tables, seminars, trade fairs and various promotional events / activities.

At the end of each individual assignment, the consultant should plan to submit all deliverables (source files and pdf/jpeg/tiff or other relevant formats) in line with the received brief, together with the short presentation of “before & after” materials.

Timing and Level of Effort

Total LOE is estimated at up to 60 days and is expected to take place between June 2018 and May 2019, with a possibility of extension subject to performance and availability of funds. Indicatively, around 10% of consultants time will be used on the first group of activities (regional seminars), 5% on the second group (preparation of guidelines), 75% of the time will be spent on direct work with POs and around 10% on other FARMA II needs.

The position is advertised for one consultant. However, options for multiple consultants (up to 2) may be explored for exceptional candidates.

Regular communication with FARMA II supervisor will be expected throughout the assignment period.

¹ Medicinal and aromatic plants

Qualifications and skills

- University degree in graphic design, or other relevant education is required;
- At least 5 years of relevant professional experience;
- Experience in designing logos and labels for the agricultural/food processing industry is highly desirable;
- Possess required hardware and software applications to perform the above tasks;
- Practical knowledge and experience with label design for products from the agri-food value chain will be considered an advantage;
- Must be highly organized and comfortable working on multiple simultaneous projects and be deadline-driven;
- Excellent written and oral communication skills in BiH languages;
- Knowledge of English is preferred;
- Proven ability to work in a team and under pressure.

Special conditions when advertising this position

How to submit your application?

Please submit all of the following:

- ✓ Cover Letter with CV;
- ✓ Up to five examples of previous work (submit in pdf or jpg format), if possible show “before and after” situation;
- ✓ Reference list of clients over last 5 years with contact details;
- ✓ Logo and label design for *ajvar (vegetable spread)*: this is a test of your creativity and will be used as the basis of fair comparison with work submitted by other applicants. Please use the following inputs:
 - Target Group: Urban women in B&H, age 25-50 (W25-50U).
 - The word FARMA is to be used as a brand name
 - Key messages: Traditional recipe, tasty, winter foods
 - Packaging: Possibly smaller round jar, 200-500 grams
 - You can submit up to 3 proposals (logo/label designs), in pdf or jpg format.

The closing date for the receipt of applications is **June 17, 2018**.

Cardno Emerging Markets USA, Ltd is an equal opportunity employer. All information received will be treated with confidentiality. Incomplete applications will not be considered. Only shortlisted candidates will be contacted.