

**THE REPUBLIC OF RWANDA**



**Rwanda Development Board  
P.O. BOX 6239 Kigali  
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**Bidding document for: HIRING AN INDIVIDUAL GRAPHIC DESIGN CONSULTANT**

**Title of the Tender:**

**HIRING A GRAPHIC DESIGN  
CONSULTANT**

**REFERENCE NUMBER**

**REFER TO E-PROCUREMENT**

**Procurement Method:**

**INDIVIDUAL CONSULTANT METHOD**

## **INVITATION FOR BIDS: HIRING A GRAPHIC DESIGN CONSULTANT**

**Procuring Entity: Rwanda Development Board**

**Procurement Method: Individual consultant**

**Source of Financing: Ordinary Budget of the Government**

The Government of Rwanda through Rwanda Development Board is pleased to invite all interested and experienced individual Graphic Design Consultant to submit their proposals for the above consultancy services.

Participation is open on equal conditions to all experienced individual consultants. Interested consultants must provide all information related to their experience and qualifications which will be verified based on national procedures governing the public procurement.

The tender is distributed in only one indivisible lot.

The terms of reference containing detailed requirements and conditions for participation may be obtained from the E-procurement system for Rwanda ([www.umucyo.gov.rw](http://www.umucyo.gov.rw)), free of charge.

All bids will be submitted online using the e-procurement system as mentioned above before **29/03/2022** at **11:00 am** local time. Late bids will not be accepted by the system. Bids will be opened automatically by the e-procurement system on the same day at **11:30 am**, local time.

The bids shall remain valid for a period of **120 days** starting from the submission deadline above mentioned.

All interested bidders may obtain some complementary information by writing using the procurement system not later than **seven days** before the fixed deadline for the submission of bids.

## **II.TERMS OF REFERENCES TO HIRE GRAPHIC DESIGN CONSULTANT**

As the lead institution for fast-tracking private-sector-led economic growth, the Rwanda Development Board (RDB) works with various public and private institutions as well as external partners and stakeholders to create an enabling environment to promote investments and trade in the country's priority sectors.

Through its Communications Department, RDB plays a key role in leading the country's various marketing and communications needs.

From changing general perceptions of the country to promoting Rwanda as a favourable business and tourism destination, the RDB Communications Department, under the Chief Strategy and Compliance Officer, works to ensure Rwanda and the organization's strategic communications objectives are met.

In addition, RDB has strategic partnerships such as the sports sponsorship agreements with English and French football clubs, Arsenal and Paris Saint-Germain and the newly inaugurated Basketball Africa League, a subsidiary of the United States' National Basketball Association (NBA), to promote Rwanda as a sports tourism hub. In addition, RDB's film office is mandated to position the country as a premiere film destination.

To achieve this, the RDB Communications Department works closely with the tourism and marketing teams, among other offices, to create and distribute compelling content that increases recognition and affinity for Rwanda as a diverse and attractive investment and tourism destination.

Therefore, RDB is looking for skilled and experienced communications professionals to join the RDB Communications team to assist in the strategic planning and execution of communication and marketing activities for RDB and its tourism flagship, Visit Rwanda.

The Graphic designer will ensure that RDB takes on a creative and innovative approach in marketing the country by translating strategic and creative direction into high- quality design within RDB as well as Visit Rwanda's established brand identity

### **1. JOB DESCRIPTION**

The successful candidate will be required to perform the following functions/deliverables:

1. Collaborate and strategize with multiple teams for a wide range of materials that include web pages, presentations, branding collateral, signage, internal communication, newsletters, and other various marketing materials.
2. Develop concepts using innovative software and execute original content using ideal fonts, color, text, imagery and layout.
3. Assist on the creative and concept design for activations under the Visit Rwanda partnerships
4. Perform day to day duties involving design, animation, infographics and other creative works for leading events and projects needed to promote Rwanda under the strategic partnerships for digital communications purpose.
5. Design digital media content for Visit Rwanda campaigns and events aligned with RDB's mandate
6. Assist in Visit Rwanda and RDB's web presence and boost brand awareness

7. Liaise with RDB Marketing teams to ensure brand consistency online and on social media platforms
8. Develop, Suggest and implement visual and direct marketing and communications methods to increase Rwanda's visibility globally

## **2. MINIMUM QUALIFICATIONS & EXPERIENCE**

RDB is looking for a candidate with the following profile:

### **a) 1 Graphic Designer**

- Degree or Diploma in graphic design, art, or similar discipline
- Relevant professional graphic design experience, preferably with a creative or marketing agency
- Relevant experience (academic and professional) with design software, including Illustrator, InDesign, Photoshop, Dreamweaver, etc.
- Relevant experience in designing, writing and managing digital content in various forms, including website, blogs, press releases, and other social media platforms
- Working knowledge of CSS3, HTML5, and JavaScript
- Verbal and written communications skills
- Ability to multitask and perform under tight deadlines
- Excellent communication and presentation skills as well as organizational and time-management skills for meeting deadlines in a fast-paced environment

### 3. SUPERVISION AND REPORTING ARRANGEMENTS

The Consultant will be supervised by the Head of Communications

### 4. DURATION OF THE ASSIGNMENT

The duration of the assignment is one year, renewable.

### 5. LOCATION

The Consultant/expert will be located at the RDB.

### 6. APPLICATION

Application to this tender will be made through the public procurement online platform [www.umucyo.rw](http://www.umucyo.rw), and it is up to interested experts to check the requirements specified in the tender document. All submissions received after the deadline will not be considered.

### 8. EVALUATION CRITERIA

The criteria for evaluation were set according to the requirements expressed in the Terms of Reference, which are the **experience** of the consultant/expert as provided in the Curriculum Vitae (C.V), qualifications, Cover Letter Outlining & Demonstrating Candidate's Relevant Skills & Experience, and a note showing understanding of the scope of work.

### 9. SCORING CRITERIA

Marks will be awarded given taking into consideration the following general criteria and guidelines subject to review of required documentation and where the candidate qualifies for Stage 2, an in-person interview:

#### STAGE 1 (Document Evaluation)

No	CATEGORY	SCORE
<b>Hiring of a Graphics Designer</b>		
1	<b><u>Demonstrated Qualifications</u></b>	<b>[30]</b>
	Degree or Diploma in graphic design, art, or similar discipline	10
	A well detailed and updated CV, highlighting the experience, skills, competencies and knowledge areas and track records as per the terms of reference	20
2	<b><u>Cover Letter + Portfolio Outlining &amp; Demonstrating Candidate's Relevant Skills &amp; Experience on Criteria Below</u></b>	<b>[20]</b>
	1. Graphis Designer Consultant: Strong portfolio of work with expert knowledge of current design software & skilled with every step of design process. Understands Nation branding, public communications. Experience work in creative or marketing agencies,	10

	2. Illustration & examples of an excellent proven track record to design content for campaigns. Extensive experience managing project materials, understanding best practices for using a content management system	10
4	A well-detailed note showing understanding of the scope of work	[10]
<b>TOTAL</b>		<b><u>60</u></b>

### **STAGE 2 (Interview)**

N <sup>o</sup>	CATEGORY	SCORE
<b>Hiring Graphic Designer Consultant</b>		
1	<b><u>Interview</u></b>	<b>[40]</b>
	In-Person interview	40
<b>TOTAL</b>		<b><u>40</u></b>

## **10. BIDDING PROCESS**

Consultants should submit the following documents:

- Qualifications and experience of applicants (CVs, accreditation certificates, description of similar assignments, etc.);
- Cover Letter Outlining & Demonstrating Candidate's Relevant Skills & Experience
- The note showing an understanding of the scope of work.

The minimum technical score required to be interviewed: **50** marks out of 60 in Stage 1

Candidates who pass Stage 1 will need to score at least **80** marks out of 100 to pass the overall technical assessment (Stage 1 and Stage 2).

Following the ranking of expression of interest (technical proposal), the highest-ranked consultants with passing marks will be invited for the opening of financial Proposals.

Expressions of interest must be submitted through Rwanda Online eProcurement System (<http://www.umucyo.gov.rw>).

**Annex****A. CONSULTANT'S REFERENCES****Relevant Services carried out in the Last Years  
That Best Illustrate Qualifications**

Using the format below, provide information on each assignment for which you were contracted for

Assignment Name:		Country:
Location within Country:		Professional assisting Staff Provided by the Consultant/Entity(profiles):
Name of the Procuring Entity:		Nº of Staff:
Address:		Duration of Assignment:
Start Date (Month/Year):	Completion Date (Month/Year):	Approx. Value of Services (in Current RWF, US\$, EURO, ect.):
Name of Associated Consultants, If Any:		Nº of Months of Professional Staff Provided by Associated Consultants:
Narrative Description of Project:		

Consultant's Name and legal status: \_\_\_\_\_

**B. A WELL-DETAILED NOTE SHOWING THE UNDERSTANDING OF THE SCOPE OF THE ASSIGNMENT**



