



Transforming natural resource management
Empowering communities
Transformer la gestion des ressources naturelles
Renforcer le pouvoir d'agir des communautés

TERMS OF REFERENCE: CONSULTANCY SERVICES - GRAPHIC DESIGNER

Title:	Graphic Design of Knowledge Products and IEC Materials
Location:	Harare, Zimbabwe
Contract Type:	Per project, consultancy agreement
Professional fees:	As per proposed pricing schedule

About IMPACT

IMPACT transforms how natural resources are managed in areas where security and human rights are at risk. We investigate and develop approaches for natural resources to improve security, development, and equality. We are an independent non-profit, collaborating with local partners for lasting change.

IMPACT is headquartered in Ottawa, Canada, and has offices in the Democratic Republic of Congo, Uganda, Zimbabwe, Côte d'Ivoire, and Burundi.

About planetGOLD Zimbabwe

The **planetGOLD Zimbabwe** project is funded by the Global Environment Facility (GEF) and implemented by the UN Environment Programme (UNEP). In Zimbabwe, IMPACT is the executing agency, in partnership with the Ministries of Environment, Climate and Wildlife, and Mines and Mining Development.

The project will work together with local communities to reduce the use of mercury in artisanal and small-scale gold mining, the world's largest source of anthropogenic emissions of mercury pollution— while improving the health and lives of local mining communities. This project is expected to support **7,500 direct beneficiaries** (30% women, 70% men) across Zimbabwe, prevent the release of **4.85 tons of mercury emissions** over its lifetime and contribute to the **sustainable management** of approximately **76,000 hectares** of landscapes. The Zimbabwe project is part of a global program similarly implemented in 25 countries.

Learn more: <https://planetgold.org/zimbabwe>

Objectives of the Assignment

The project has developed various knowledge products and IEC materials that require professional graphic design, typesetting and layout. This consultant will work on an on-demand basis and submit a quote and invoice for each assignment.

The primary objectives of this consultancy are to:

- Design and produce planned knowledge products and IEC materials for planetGOLD Zimbabwe project in accordance with the approved



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communication and branding guidelines. Materials may include: research reports, briefing papers, training and technical materials, manuals, facilitator guides, posters and brochures, fact sheets and infographics.

- Ensure all materials are visually compelling, culturally appropriate, technically accurate, and aligned with planetGOLD Zimbabwe project's brand identity.
- Design illustrations, icons, and infographics to support comprehension particularly for low-literacy audiences.
- Deliver publication-ready design files (print and digital formats) on schedule for each product.
- Incorporate feedback from the planetGOLD Zimbabwe project team and relevant stakeholders through iterative review and revision cycles.

Deliverables

The consultant shall deliver:

- Concept notes and initial design mock-ups (where applicable)
- Fully designed and professionally laid-out materials
- Print-ready files (PDF, high-resolution formats) and web versions where required.
- Source files (e.g. Adobe InDesign, Illustrator, Photoshop, or equivalent)
- Adapted versions for different platforms and formats
- Templates for recurring materials (for future use)

Copyright

All copyright and intellectual property rights for the final designed deliverables will be the sole property of IMPACT. The Designer warrants the work is original and does not infringe on any third-party rights.

Required Qualifications & Skills

The desired candidates must demonstrate in their applications how they meet the requirements of the position and should possess these qualifications, expertise, and skills:

- Proven experience in graphic design and document layout/formatting.
- Strong portfolio showcasing both creative design and professional layout work (e.g., reports, manuals, IEC materials).
- Advanced proficiency in design and layout software (e.g., Adobe InDesign, Illustrator, Photoshop).
- Prior experience with international NGOs, or donor-funded projects is highly desirable.
- Strong understanding of print production requirements and digital optimization.
- Experience designing for low-literacy and rural audiences is an added advantage.





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- Ability to deliver high-quality outputs under tight timelines.

Competencies:

- Strong attention to detail and formatting accuracy.
- Ability to manage multiple assignments and meet deadlines.
- Responsiveness to feedback and ability to revise outputs efficiently.
- Creative, with a willingness to innovate.
- Self-starter, able to work independently, respect deadlines with minimal supervision.
- Excellent organizational, planning and time management skills.
- Team player able to work with colleagues at all levels and in cross-cultural environments.

Submission Requirements for Applicants

Interested designers/agencies should submit:

1. A detailed expression of interest and company profile outlining relevant experience and portfolio in the past three years.
2. CVs of proposed team members were applicable.
3. Financial proposal with a clear rate structure.

Submission Method: By email to zimbabwe@impacttransform.org with the heading “*Expression of Interest for Graphic Design Consultancy*” by **25 April 2026**.

