



Natanim Charitable Organization (NCO)

Terms of Reference (TOR)

Graphic Design and Multimedia Production Consultancy Services

1. Background

Natanim Charitable Organization (NCO) is an Ethiopian indigenous civil society organization working in the areas of **mental health, psychosocial support, and disability inclusion**. Through its programs and projects, NCO promotes awareness, advocacy, capacity building, and learning to improve the wellbeing and inclusion of persons with disabilities and individuals facing psychosocial challenges.

Under the **CADiR (Collective Action for Disability Rights) Project**, funded by NORAD through Atlas Alliance and Youth Mental Health Norway, NCO implements various activities including trainings, awareness campaigns, learning documentation, and knowledge sharing.

To strengthen its communication and awareness activities, NCO seeks to engage a **qualified Graphic Designer / Multimedia Consultant** to transform project materials into professional visual and multimedia communication products. These materials will support **public awareness, training, documentation, learning, and digital communication** related to psychosocial support and disability inclusion.

NCO will provide **content ideas, key messages, training manuals, reports, photographs, and activity documentation**, which the consultant will convert into professional **graphic designs, animations, short videos, and documentary videos**.

2. Objective of the Assignment

The objective of this consultancy is to **develop high-quality visual and multimedia communication materials that effectively promote awareness, learning, and documentation of NCO's work in psychosocial support, mental health, and disability inclusion**.

The consultant will convert NCO's technical content and project documentation into **clear, engaging, and creative visual materials for digital and print communication platforms**.

3. Scope of Work

The Graphic Designer / Multimedia Consultant will perform the following tasks:

3.1 Graphic Design and Visual Communication

- Design **social media graphics** for awareness campaigns and online engagement.
- Design **posters, leaflets, brochures, and banners** for awareness and information dissemination.
- Prepare **infographics and pictorial materials** explaining psychosocial support, mental health, and disability inclusion concepts.
- Design layouts for **reports, manuals, training materials, and presentations**.

3.2 Video and Multimedia Production

- Produce **short awareness videos for social media platforms**.
- Develop **animated videos and motion graphics** explaining psychosocial support and disability-related concepts.
- Produce **documentary videos** highlighting NCO's project activities, community impact, and success stories.
- Edit training, workshop, and field activity videos.

3.3 Awareness and Learning Materials

- Convert training manuals and technical documents into **simplified visual learning materials**.
- Produce **visual educational materials** to support awareness campaigns and knowledge sharing.

3.4 Branding and Communication Support

- Ensure all materials follow **NCO branding and communication standards**.
- Maintain consistent visual identity across **digital platforms, publications, and printed materials**.

4. Deliverables

The consultant will deliver the following types of materials:

- Graphic design products such as **posters, leaflets, brochures, and infographics**.
- **Short awareness videos** for social media platforms.
- **Animated educational videos** explaining psychosocial support and disability issues.
- **Documentary videos** highlighting project activities and impact stories.
- Professional **design layouts for reports, manuals, and training materials**.

5. Duration of the Assignment

The consultancy will be **framework-based for one year**.

During this period, NCO will request design or multimedia products **based on communication and project needs**. Payments will be made **based on the agreed unit prices and completed deliverables**.

6. Pricing Structure

Applicants are required to provide **unit prices for each type of material or service**. NCO will request products based on project needs, and payment will be made **based on the approved unit prices and completed deliverables**.

No.	Product / Service	Description	Unit Measurement of	Unit Price (ETB)
1	Social Media Graphic	Design of awareness graphic for social media platforms	Per Design	2500
2	Poster Design	Awareness poster design	Per A4 Page	5000
3	Leaflet Design	Design of awareness leaflet	Per A4 Page	4000
4	Brochure Design	Multi-page brochure design	Per A4 Page	7000
5	Infographic	Visual infographic explaining psychosocial or disability concepts	Per A4 Page	10000
6	Report Layout Design	Layout and formatting of reports or manuals	Per A4 Page	10,000
7	Training Manual Layout	Design and formatting of training manuals	Per A4 Page	15,000
8	Banner Design	Design of campaign or event banners	Per Design	5,000
9	Social Media Short Video	Short awareness video for social media	Per Minute	7,000
10	Animated Educational Video	Animated video explaining psychosocial or disability issues	Per Minute	10,000
11	Documentary Video Production	Long documentary video highlighting NCO activities and success stories	Per Minute	45,000
12	Video Editing	Editing of training, event, or field footage	Per Minute	45,000
13	Motion Graphics	Motion graphic visual explaining concepts	Per Minute	55,000

14	Subtitle / Caption Integration	Adding subtitles or captions to video	Per Minute	6,000
15	Photo Editing	Professional editing of activity photos	Per Photo	500
16	<i>Other (include your own options)</i>	<i>Put your own description</i>	<i>Put your own unit of measurement</i>	

Note

- NCO will provide **content ideas, messages, photos, videos, and technical materials**.
- The consultant will transform these materials into **professional visual and multimedia products**.
- The quantity of materials will depend on **communication and awareness needs during the project period**.

7. Required Qualifications

The consultant should have:

- A **degree or diploma in Graphic Design, Multimedia Design, Visual Communication, Information Technology, Digital Media, or related fields**.
- At least **2 years of professional experience** in graphic design, multimedia production, or digital communication.
- Experience in **video production, animation, and visual storytelling**.
- Proficiency in software such as:
 - Adobe Photoshop
 - Adobe Illustrator
 - Adobe InDesign
 - Adobe Premiere Pro
 - Adobe After Effects
 - Other graphic design or animation tools.

Additional competencies:

- Basic **IT or digital media background** is an advantage.
- Experience working with **NGOs, development organizations, or awareness campaigns** is desirable.

8. Reporting Line

The consultant will report to the **Program Manager or assigned management staff** of Natanim Charitable Organization (NCO).

9. Duty Station

The consultancy will be carried out **primarily remotely**, with occasional coordination meetings at **NCO Headquarters in Addis Ababa**, when necessary.