



Terms of Reference (TOR)

Graphic Design Services

Alfanar Venture Philanthropy

Location: Egypt, Jordan or Lebanon

Contract Type: Consultancy, project-based

Timeline: June – December 2026

Deadline to Apply: 24 June

1. Background

Alfanar is the Arab world's first venture philanthropy organisation. We fund, support, and scale high-impact social enterprises addressing persistent social, economic and environmental challenges across the Arab region. Our approach combines patient capital with long-term, hands-on support to strengthen both the impact and financial sustainability of social enterprises in the region. To date, we have supported over 200 social enterprises in Egypt, Lebanon, Jordan and Palestine.

Through our programmes, partnerships and communications, we seek to highlight the work of social enterprises and organisations developing locally rooted solutions across the Arab region. We do this through reports, learning resources and digital content that share stories, insights, lessons and impact with wider audiences. As our programmes and regional presence continue to grow, we are seeking to collaborate with a graphic designer who can elevate the visual quality, clarity and creativity of these materials.

We are looking for a designer with a strong creative instinct, excellent attention to detail, and a thoughtful approach to visual communication. The ideal candidate should be comfortable developing materials that feel contemporary, engaging and rooted in context, and able to transform reports and impact data into compelling publications, visual assets, and digital content.

The successful candidate may be engaged for multiple assignments through 2026 depending on programme needs and availability.

2. Scope of Work

The Graphic Design Consultant may be engaged to support one or more of the following

- **Reports and Publications:** Annual reports, donor reports, toolkits, research publications
- **Programme Materials:** Digital workbooks, training manuals

- **Digital Content:** Social media graphics, designed templates, infographics and data visualisation
- **Multimedia Assets (Desirable):** Motion graphics, light animation

3. Deliverables

Deliverables will vary depending on assignment but may include:

- Designed reports, publications, toolkits and workbooks
- Social media graphics and digital campaign assets
- Infographics and data visualisations
- Presentation templates and workshop materials
- Arabic and English versions of materials
- Files in digital and print-ready formats
- Editable source files where applicable

4. Qualifications and Requirements

Applicants should demonstrate:

- Proven experience in graphic design with a portfolio demonstrating creativity, originality and high-quality execution (*essential*)
- Experience designing a range of materials including reports, publications, toolkits, and digital assets (*essential*)
- Fluency in Arabic and English, with experience designing materials in both languages (*essential*)
- Advanced proficiency in design tools including but not limited to Adobe Creative Suite (*essential*)
- Strong visual judgment and the ability to translate complex information, impact data and written content into clear and compelling materials
- Familiarity with Canva and the ability to create editable templates
- Exceptional attention to detail and ability to maintain consistency and version control across large documents and multiple outputs
- Strong communication skills and ability to work collaboratively, respond constructively to feedback, and meet agreed deadlines
- Experience with motion graphics, animation, or video editing is an asset

5. How to Apply

Interested candidates should send an expression of interest to info@alfanar.org.uk with the subject line: **Graphic Designer - [Country]**. Please include:

- Your CV
- Availability over the coming two months; and through the end of 2026
- 3-5 work samples that best reflect your design approach
- Rates for:
 - Design and layout of 60-page report
 - Design of 20-page toolkit or workbook
 - Design of a social media carousel
- Confirmation of design software and platforms you work with
- Two references (contacted upon selection)