

REQUEST FOR PROPOSALS (RFP) FOR GRAPHIC DESIGNER - CONSULTANT

1. Invitation

NCBA Bank Rwanda PLC invites qualified independent contractors or consultants to submit proposals for providing graphic design services. These services aim to support NCBA's marketing objectives and enhance brand awareness and engagement through authentic, targeted, and innovative design content creation.

2. Profile of Contractor

NCBA seeks an independent individual consultant with a strong professional profile and clear digital visibility within the graphic design field. The ideal candidate must demonstrate specialized expertise through a comprehensive portfolio or work samples.

3. Scope of Work and Responsibilities

The selected consultant will:

1. Design marketing materials for NCBA events, campaigns, internal documents, reports, and other communications as required.
2. Support business and business support functions by creating content for internal and external publication to educate, inform, and promote the bank's products, opportunities, and services.
3. Be available at NCBA Bank for 2 to 3 working days per week during business hours (9:00 AM to 5:00 PM) for briefings on new design projects and feedback on ongoing projects.
4. Undertake remote work as needed, outside the agreed-upon in-office days.
5. Adhere strictly to NCBA's brand guidelines, maintaining consistency in style, color schemes, and messaging.
6. Provide editable source files for all designs to enable internal adjustments.
7. Store all produced files securely in an accessible cloud location for downloading as required.

4. Evaluation Criteria

(a) Qualifying Requirements

Proposals missing the following documents will be disqualified:

- Registration documents.
- Tax clearance certificate.
- National ID
- Two letters of recommendation or certificate of completion for similar work completed.
- Management accounts for two consecutive years (2023 & 2024)

b) Price (40%)

- Bidders must provide a price per month with an assumption that a contract to be signed will cover a period of two years.

- Financial proposals will be evaluated for cost-efficiency.

(c) Profile of Proposed Graphic Designer (technical proposal) (60%)

- Bidders must submit social media profiles or a portfolio with at least 20 work samples.
- Work samples will be evaluated on quality, creativity, and alignment with corporate visual identity standards.

5. Submission of Proposals

Bidders must submit a consolidated PDF containing all required information to **procurement@ncbagroup.rw** by **25th February 2025**.

The email subject line must read: **GRAPHIC DESIGNER NCBA**.

6. Responsibilities of the Bidder

Bidders are expected to:

- Perform their duties diligently and in compliance with NCBA's policies.
- Maintain the highest professional standards while aligning all campaigns and designs with NCBA's brand guidelines.

7. Contact

All inquiries related to this RFP must be directed to:

- **Email:** Procurement.Rwanda@ncbagroup.com
- **Tel:** +250 788149500