



**FEDERAL GOVERNMENT OF SOMALIA**  
**MINISTRY OF AGRICULTURE AND IRRIGATION**

# TERMS OF REFERENCE

## Content Development & Design Specialist

*Individual Consultant / Long-Term Engagement*

<b>Hiring Authority</b>	<b>Ministry of Agriculture and Irrigation</b>	<b>TOR Ref:</b> MoAI/HR/2026/01
<b>Contract Type</b>	Individual Consultant — Long-Term	<b>Duty Station:</b> MoAI HQ, Hodan District, Mogadishu Somalia
<b>Application Deadline</b>	April 14, 2026 (5:00 PM)	

## 01 BACKGROUND AND CONTEXT

The Ministry of Agriculture and Irrigation (MoAI) serves as the lead government institution responsible for formulating, coordinating, and overseeing agricultural policies, strategies, and programs in support of the country's food security, rural development, and economic transformation agenda.

In fulfilling its mandate, the Ministry actively engages with a wide array of international development partners, donors, United Nations agencies, multilateral financing institutions, and regional bodies including but not limited to donors, UN Agencies, development partners, regional organizations, I/NGOS, Union as well as bilateral and multilateral partners. These engagements encompass high-level policy dialogues, sector coordination platforms, knowledge sharing, resource mobilization campaigns, joint programme design, and investment conferences.

To support these activities and uphold its standing as a credible, technically capable institution at national and international levels, the Ministry requires continuous design and production of high-quality knowledge products and communication materials. These include sector strategies and policy documents, investment portfolios and project cards, concept notes, proposals, programme documents, conference presentations, booklets, publications, annual reports, and visual communication assets.

The volume, diversity, and quality expectations of this content demand a dedicated, highly skilled professional who combines deep understanding of agriculture and the productive sector with mastery of international standards in document design, visual communication, and knowledge management. The Ministry therefore seeks to engage a Design Specialist to be embedded within its core technical teams and serve as an integral part of ministry working groups.

## 02 OBJECTIVE OF THE ASSIGNMENT

The overarching objective of this assignment is to provide the Ministry of Agriculture and Irrigation with a dedicated, high-calibre Content Development and Design Specialist who will:

- ▶ Produce professional, visually compelling, and internationally benchmarked knowledge products and communication materials that reflect the Ministry's technical credibility and institutional excellence.
- ▶ Work as an embedded team member within relevant Ministry directorates and working groups, ensuring deep contextual understanding of programmatic needs and enabling rapid, accurate delivery.
- ▶ Support the Ministry's international engagement agenda by developing materials that meet the expectations of global development partners, donors, and peer institutions. Content of these materials are developed by the Ministry's technical personal.
- ▶ Translate complex agricultural and development sector data, narratives, and policy content into accessible, engaging visual and written communications.
- ▶ Contribute to knowledge management and institutional memory by maintaining a structured repository of reusable design templates, style guides, and content assets.

## 03 SCOPE OF WORK AND KEY DELIVERABLES

### 3.1 High Level Content Visualization:

The Specialist shall draft, edit, design and finalize the following categories of written content, working closely with the relevant technical teams (All content are developed by respective technical teams):

- ▶ **Policy, Strategy & Legal Documents:** Fully Designing, formatting, and layout design of sector policies, laws, national strategies, investment booklets, regulations, and directives to conform to government standards and international norms. These include redesigning existing documents.
- ▶ **Project Documents & Programme Proposals:** Full design and layout of project documents including logical frameworks, results matrices, budget narratives, and supporting annexes for donor submission or government approval.
- ▶ **Concept Notes:** Designing of visually compelling concept notes for resource mobilization initiatives, partnerships, and programme proposals targeting international and domestic partners with visual elements such as graphs, infographics, illustrations, graphics and appealing data visualization.
- ▶ **Investment Project Cards & Factsheets:** Preparation of structured, visually appealing one-to-two page profiles for individual investment projects and programmes, suitable for donor briefings and conferences.
- ▶ **Annual Reports & Sector Reviews:** Design and production of comprehensive annual and periodic reports documenting Ministry achievements, post-conference reports and meetings, annual ministry performance reports, sector performance data, and strategic priorities.
- ▶ **Booklets & Brochures:** Preparation of thematic booklets, monthly newsletters, outreach information brochures, posters, and knowledge products for distribution at events, partner meetings, social media, and public platforms.
- ▶ **Articles, Briefs & Talking Points:** Designing of policy briefs, technical articles, op-eds, media statements, and key messages for ministerial-level communications and international forums for publications and email marketing.

### 3.2 Design and Visual Communication

The Specialist shall apply international standards of visual communication across all materials, including:

- ▶ **Presentation Design:** Development of high-impact PowerPoint and equivalent presentations for conferences, donor meetings, cabinet briefings, and sector reviews, incorporating data visualizations, infographics, photography, and structured narrative flows.
- ▶ **Infographics and Data Visualization:** Creation of custom infographics, charts, graphs, maps, and visual summaries that translate complex datasets and program information into accessible, compelling graphics.
- ▶ **Publication Layout:** Professional typesetting and design of reports, manuals, frameworks, and publications adhering to institutional and international typographic and design standards.

- ▶ **Photo and Illustration Integration:** Sourcing, selection, editing, and integration of high-quality photography, icons, and custom illustrations relevant to agriculture, food systems, rural development, and the productive sector.
- ▶ **Brand Development and Consistency:** Overhaul the Ministry’s branding materials (Logo, letterheads...etc) and develop brand guidelines. Ensure Maintenance of consistent Ministry branding, colour palettes, typography, and visual identity standards across all materials; development and periodic update of a Ministry Style Guide.
- ▶ **Template Development:** Creation of reusable, editable templates for all recurring document types to enable rapid production with quality consistency.

### 3.3 Engagement and Collaboration

- ▶ Participate actively in Ministry working groups, drafting teams, and inter-directorate task forces relevant to the content being produced.
- ▶ Attend technical meetings, workshops, and planning sessions to capture content requirements directly from subject matter experts.
- ▶ Coordinate with communications units, project management teams, and senior management to align outputs with strategic priorities and deadlines.
- ▶ Liaise with international partners' communication and documentation teams where joint publications or co-branded materials are required.

## 05 QUALIFICATIONS AND ELIGIBILITY CRITERIA

### 5.2 Professional Experience

Requirement	Specification
<b>Minimum Experience</b>	At least 5 years of demonstrable professional experience in content development, knowledge management, and/or communication design, preferably in a development sector context.
<b>Agriculture / Productive Sector Knowledge</b>	Demonstrated knowledge and work experience in agriculture, food systems, rural development, natural resources, or the productive sector, whether through education, employment, communication, or project engagement.
<b>International Development Context</b>	Prior experience supporting government ministries, multilateral organizations, UN agencies, or international NGOs is strongly preferred.
<b>Document Design Experience</b>	Proven track record of designing and producing high-quality publications, reports, presentations, policies, and knowledge products that meet international standards.
<b>Stakeholder Engagement</b>	Experience working within or alongside government technical teams or multi-stakeholder task forces, with the ability to function in fast-paced, deadline-driven environments.

### 5.3 Technical Skills and Competencies

The following technical skills are required or considered advantageous:

REQUIRED — Design & Production Tools	STRONGLY PREFERRED — Additional Capabilities
<ul style="list-style-type: none"> <li>▶ Adobe InDesign (publication layout)</li> <li>▶ Adobe Illustrator (vector graphics &amp; infographics)</li> <li>▶ Adobe Photoshop (image editing)</li> <li>▶ Microsoft PowerPoint (advanced presentation design)</li> <li>▶ Microsoft Word &amp; Excel (advanced formatting)</li> <li>▶ Canva Pro or equivalent cloud design platforms</li> </ul>	<ul style="list-style-type: none"> <li>▶ Data visualization tools (Datawrapper, Flourish, Tableau)</li> <li>▶ GIS mapping or spatial data visualization</li> <li>▶ Video/motion graphics production (Premiere Pro, After Effects)</li> <li>▶ Web-based content management or e-publication platforms</li> <li>▶ Photography and field documentation</li> </ul>

### 5.4 Knowledge and Language Requirements

- ▶ Familiarity with the working modalities, documentation standards, and communication requirements of international development organizations (UN, World Bank, African Union, bilateral donors).
- ▶ Excellent command of written and spoken of English is mandatory; knowledge of additional languages (Arabic) is an advantage.

### 5.5 Personal Attributes and Professional Conduct

- ▶ Exceptional attention to detail and commitment to quality; zero tolerance for errors in final deliverables.
- ▶ Ability to manage multiple concurrent assignments under tight, non-negotiable deadlines without requiring significant supervision or repeated revision cycles.
- ▶ Proactive, solutions-oriented work ethic; ability to anticipate content needs and propose creative approaches.
- ▶ High level of discretion and professional confidentiality with respect to government documents and sensitive institutional information.
- ▶ Strong collaborative spirit and ability to integrate seamlessly within diverse, multidisciplinary government working groups and technical teams.
- ▶ Adaptability to evolving priorities and dynamic workloads typical of a ministry environment with active international engagement.

## 06 SELECTION CRITERIA AND EVALUATION FRAMEWORK

Applications will be evaluated through a competitive technical assessment process. The following weighted criteria will be applied by the Evaluation Committee:

Evaluation Criterion	Weight
A. Relevant professional experience in content development and design	30%
B. Agriculture / productive sector knowledge and contextual understanding	10%
C. Previous work and Portfolio quality — design standards, diversity of output types, visual sophistication	35%
D. Technical assessment / practical design test (shortlisted candidates only)	15%
E. Interview performance — communication, sector knowledge, problem-solving approach	10%
<b>TOTAL</b>	<b>100%</b>

A minimum qualifying score of 80 out of 100 points is required for a candidate to be considered for contract award. The Ministry reserves the right to conduct a practical design assessment for shortlisted candidates prior to the interview stage.

### **NOTE ON SALARY — NO FINANCIAL SCORING APPLIES**

This position is a direct employment engagement. There is no predetermined budget ceiling against which salary proposals will be scored. Candidates are required to declare their expected monthly gross salary in their application solely for administrative planning purposes. Salary expectations will not influence technical evaluation scores in any way. Following the identification of the top-ranked candidate based entirely on technical merit, the Ministry will enter into salary negotiation with that candidate, benchmarked against the candidate's qualifications, experience level, and applicable Ministry pay scales. If an agreement cannot be reached, the Ministry will proceed to negotiate with the next-ranked candidate.

## 07 APPLICATION PROCESS AND REQUIREMENTS

Interested and qualified candidates are invited to submit a complete application package. Incomplete applications will not be considered. All applications must be submitted in English.

### 7.1 Mandatory Application Documents

01

Cover Letter (1 page): Addressed to the Department of Human Resources, Communication and Public Relations of the Ministry of Agriculture and Irrigation, explaining the candidate's motivation, relevant experience, and specific suitability for this assignment. The cover letter must explicitly reference the candidate's knowledge of the agriculture or productive sector. The letter must also clearly indicate the candidate's expected monthly gross salary in the USD.

02

Curriculum Vitae (maximum 6 pages): A current, comprehensive CV including educational qualifications, professional experience, key assignments, publications or design credits, software proficiencies, and language skills. References from at least three (3) professional contacts must be included, with full contact details.

03

Design Portfolio (mandatory — see requirements below): A curated portfolio demonstrating the full range of the candidate's content development and design capabilities.

### 7.2 Portfolio Submission Requirements

The portfolio is the single most important element of the application. It must be submitted as a single PDF file or via a shareable online link (Behance, personal website, Google Drive, Dropbox, or equivalent). The portfolio must include:

- ▶ A minimum of three (3) and maximum of ten (10) distinct work samples.
- ▶ At minimum one sample from EACH of the following categories (where available):
  - Policy, strategy, report, study or legal document design
  - Conference or partner meeting presentation (full deck preferred)
  - Publication, report, booklet, or annual report
  - Infographic, data visualization, or chart-based visual
  - One-pager posters, Factsheet, or investment profile
- ▶ A brief annotation (two to four sentences) for each portfolio sample describing: the client or context, the candidate's role, the tools used, and any notable outcomes or feedback received.
- ▶ At least one (1) sample work from the agriculture, food systems, rural development, or productive sector or from a comparable government/development sector context. If no such sample exists, the candidate must explain in the cover letter how their skills are transferable.
- ▶ Samples may be from professional, freelance, academic, or volunteer assignments. Confidential or proprietary materials should be appropriately redacted before inclusion, with a note explaining the redaction if any.

### 7.3 Submission Instructions

<b>Submission Method</b>	Email to: <a href="mailto:hr@moa.gov.so">hr@moa.gov.so</a> with the subject line: "Application - Content Development & Design Specialist — [Applicant Full Name]"  Cc: <a href="mailto:dq@moa.gov.so">dq@moa.gov.so</a> and <a href="mailto:ciad@moa.gov.so">ciad@moa.gov.so</a>
<b>Application Deadline</b>	April 14, 2026 at 5:00 PM. Late applications will not be accepted under any circumstances.
<b>Clarification Requests</b>	Written requests for clarification may be submitted by email to <a href="mailto:hr@moa.gov.so">hr@moa.gov.so</a> no later than April 07, 2026. Responses will be shared with all prospective applicants.
<b>Acknowledgement</b>	Only shortlisted candidates will be contacted. Unsuccessful applications will not receive individual feedback.

## 08 RECRUITMENT AND SELECTION PROCESS

The selection process will be conducted in the following stages:

Stage	Activity
Stage 1	Publication of TOR and open call for applications
Stage 2	Application receipt and administrative completeness screening
Stage 3	Technical evaluation of CVs and portfolio review by Evaluation Committee
Stage 4	Practical design test administered to shortlisted candidates (top 3–5)
Stage 5	Structured interviews with shortlisted candidates
Stage 6	Reference checks for top-ranked candidate
Stage 8	Contract award and onboarding

### 8.1 Practical Design Test

Candidates shortlisted following portfolio and CV review will be required to complete a timed practical design test. The test will simulate a real Ministry task such as designing an investment project card, study, report, producing a conference presentation from raw data, or visualizing a programme results framework. Candidates will be given approximately 5 working days to complete the test using their own tools and equipment. Submissions will be evaluated on accuracy of content interpretation, visual quality, adherence to design standards, and turnaround efficiency.

## 09 CONTRACT TERMS AND CONDITIONS

### 9.1 Duration and Renewal

The initial contract will be offered for a period of twelve (12) months, with the possibility of renewal subject to satisfactory performance review, continued need, and availability of funding.

### 9.2 Reporting Line and Working Relationships

The Specialist will report directly to the Director General of the Ministry of Agriculture and Irrigation, who serves as the primary supervisory authority for the position. The Director General's Office will provide overall direction, approve priority assignments, and conduct performance reviews.

On a day-to-day operational basis, the Specialist will work in close and sustained coordination with the following:

<b>Working Relationship</b>	<b>Nature of Coordination</b>
<b>Departmental Directors</b>	Receipt of technical instructions, content briefs, and review feedback for all Ministry level director-specific publications, strategies, and presentations.
<b>Project Coordinators &amp; Project Teams</b>	Embedded collaboration on programme documents, donor proposals, project cards, and results reporting materials across active Ministry projects.
<b>Technical Advisors</b>	Coordination for joint knowledge products, co-branded publications, and materials produced in the context of technical assistance programmes.
<b>Ministry Working Groups</b>	Active participation as a core member of working groups convened to develop policies, strategies, investment frameworks, or conference materials.

Given the highly cross-cutting nature of this role, the Specialist is expected to be responsive to assignment requests originating from multiple levels of the organisation. In cases of competing priorities, sequencing will be managed in direct consultation with the Director General's Office.

### **9.3 Working Arrangements**

- ▶ Full-time engagement is expected, with a standard working week of 6 days.
- ▶ The primary duty station is the Ministry of Agriculture and Irrigations, Mogadishu Somalia, Where operational requirements allow, flexible or remote working arrangements may be agreed for specific assignments.
- ▶ The Specialist is expected to be physically present at Ministry premises or designated work sites whenever attendance at meetings, workshops, or working group sessions is required.

### **9.5 Intellectual Property**

All products, documents, designs, templates, materials, and intellectual outputs produced under this contract are the exclusive property of the Ministry of Agriculture and Irrigation. The Consultant shall not reproduce, publish, share, or otherwise use any Ministry content or materials without prior written authorization.

### **9.6 Ethical Standards and Confidentiality**

The Consultant shall maintain the highest standards of professional ethics, confidentiality, and impartiality. All government documents, internal deliberations, partner communications, and institutional data accessed during the assignment must be treated as strictly confidential. Violations of confidentiality obligations will result in immediate contract termination and may be subject to applicable legal action.

## 10 CONTACT INFORMATION AND OFFICIAL NOTICES

**Department of Human Resources, Communication and Public Relations**  
**Ministry of Agriculture and Irrigation**  
KM4, Hodan District, Mogadishu Somalia

Email: [hr@moa.gov.so](mailto:hr@moa.gov.so)

Website: [www.moa.gov.so](http://www.moa.gov.so)

### IMPORTANT NOTICES

- ▶ The Ministry of Agriculture and Irrigation reserves the right to cancel this recruitment process at any stage, without incurring any liability toward applicants.
- ▶ Any form of canvassing or lobbying by applicants or their representatives will result in automatic disqualification.
- ▶ The Ministry is committed to equal opportunity and encourages applications from qualified women, persons with disabilities, and members of underrepresented groups.
- ▶ Applicants must be legally eligible to work in the country and must ensure all submitted documents are authentic.
- ▶ The Ministry will not cover any costs incurred by applicants in the course of applying or participating in the recruitment process.