

Terms of Reference (ToR) for Illustrator

Position: Freelance Illustrator

Reports to: Design Manager

Duration: 6 months

Deliverables: Approximately 20 illustrations for digital and social media use

1. Background

Pollicy is a Pan-African, feminist-focused organisation working at the intersection of data, technology, and design to create inclusive digital ecosystems. Over the next three years, Pollicy will focus on:

1. A Safe and Joyful Internet – empowering women, girls, and marginalised communities to safely and confidently participate online.
2. Data Policy & African Governments – advancing inclusive, gender-sensitive, and evidence-driven data governance.
3. Strengthening Pollicy – building a resilient, values-driven, creative organisation.

Pollicy's communications, including visual content, are grounded in feminism, creativity, openness, responsiveness, collaboration, shared leadership, intersectionality, inclusivity, and safety. This project aims to create a cohesive suite of illustrations that communicate Pollicy's mission, vision, and values while resonating with African audiences and celebrating women and feminist perspectives.

2. Purpose of the Assignment

The illustrator will create approximately 20 bespoke illustrations to support Pollicy's social media and digital campaigns. These illustrations will:

- Reflect Pollicy's strategic priorities and core values.
- Celebrate African identity and culture, prioritising women, feminist themes, and intersectional representation.
- Be adaptable for multiple digital formats, including social media posts, infographics, and presentations.
- Align with Pollicy's existing branding, including color schemes and visual language.

Pollicy Data Institute

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3. Scope of Work

1. Concept Development

- Collaborate with the Design Manager to develop creative concepts for the illustrations.
- Ensure concepts align with Pollicy's strategic plan, values, and current branding.
- Provide initial mood boards, sketches, or storyboards for approval before production.

2. Illustration Production

- Create high-quality, original illustrations (digital format, or high-resolution PNG/JPG).
- Ensure all illustrations are inclusive, culturally appropriate, and feminist-focused, highlighting African contexts.
- Maintain consistency with Pollicy's visual identity, tone, and style guidelines.
- Adapt illustrations for various digital platforms without loss of quality or message clarity.

3. Review and Iteration

- Present drafts for feedback from the Design team and incorporate revisions.
- Ensure timely delivery of all drafts and final illustrations.
- Maintain collaborative communication throughout the project.

4. Intellectual Property and Rights

- Transfer full rights of the completed illustrations to Pollicy for non-exclusive and exclusive use across all digital, social, and print platforms.
- Ensure all work is original and free of third-party copyright restrictions.

4. Deliverables

1. Creative Concepts & Mood Boards (2–3 initial options) for review and approval.
2. 20 Final Digital Illustrations, optimized for web and social media use.
3. Source Files (vector files, layered PSD/AI files) for internal adaptation.
4. Final Summary Note documenting concept rationale, inspiration, and alignment to Pollicy's values.
5. Optional adapted versions of selected illustrations for special campaigns or accessibility needs.

5. Qualifications & Experience

- Strong illustration skills, particularly for digital campaigns and social media.
- Experience creating work that is African-focused, feminist, and inclusive.
- Understanding of visual storytelling to communicate complex data or ideas creatively.
- Ability to work remotely, collaborate effectively, and meet deadlines.
- Familiarity with branding and design guidelines, including typography, color theory, and vector-based illustration tools.

6. Values Alignment

All work must reflect and reinforce Pollicy's core values:

- Feminism: Represent women, girls, and gender equity authentically.
- Creativity: Make data and ideas accessible, engaging, and joyful.
- Openness & Transparency: Clear visual language aligned with organizational messaging.
- Responsiveness: Adaptable to feedback and emerging campaign needs.
- Collaboration & Shared Leadership: Work closely with Pollicy team and stakeholders.
- Intersectionality & Inclusivity: Consider race, gender, class, and ability in all designs.
- Safety: Ensure visual content does not perpetuate harm or exclusion.

7. Reporting & Communication

- Fortnightly progress updates.
- Drafts and final outputs according to the timeline.

8. Payments

- Payment Schedule:
 - 50% on delivery of the first 10 illustrations.
 - 50% on delivery and approval of final illustrations and source files.
- Payments: Processed via bank transfer within 5 working days of submission of a valid invoice.

9. Confidentiality & Ownership

- All work produced under this ToR is Pollicy property.
- Illustrator agrees not to share or reuse work without prior written consent.
- All drafts, source files, and documentation will be handed over to Pollicy at project completion.

How to Apply:

Send us your portfolio and CV/Resume by 26 April 2026 to info@pollicy.org with the subject line: Illustrator.

Applications will be reviewed on a rolling basis, and early applications are encouraged.