

Consultancy Service - Develop WASH specific Information Education Communication material

Type of Contract:	Local Consultancy
Duration:	1 Month

Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization, established on the basis of the Maldivian Red Crescent Law [Law 7/2009]. Its primary objective is to provide humanitarian aid, prevent and alleviate human suffering. It is the 187th member of the world’s largest humanitarian movement — the International Red Cross and Red Crescent Movement – which every year helps millions of people whose lives have been devastated by crises or conflict.

The Maldivian Red Crescent aims to be the nation’s leading humanitarian organization, with branches and units spanned all over Maldives. To date it has established 10 branches and 20 units spanning all over Maldives. It recruits members and volunteers, implements programmes and delivers services in adherence to the Fundamental Principles of the International Red Cross and Red Crescent Movement – *Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality* – making no discrimination as to nationality, race, sex, religious beliefs, language, class, or political opinions.

As an organization MRC is in a unique position to build meaningful relationships, to promote our Fundamental Principles and humanitarian values, and ultimately to strengthen our brand and further our humanitarian objectives through our communication mediums. Additionally, in order to reach as many people as possible, across many channels and mediums, the National Society communicates critical information in a variety of ways using visual content to various web, social and digital media platforms. To enhance this work, communication materials produced must align with MRC’s communication strategy, improve its visibility in public platforms and must be geared towards target audiences.

Promoting Health and Wellbeing has been an integral part of Maldivian Red Crescent and part of its key strategic priority areas. Water, Sanitation and Hygiene Promotion (WASH) access and awareness is an integral part in building healthier and more resilient communities. There significant number of migrants living across different atolls in the Maldives who are faced with challenging living environments, unsafe living conditions and making them more prone to highly contagious and vector borne diseases. MRC aims to increase outreach and targeted interventions to improve the health and safety of the migrant community focusing on promoting hygiene and

MRC is seeking to develop Information Education Communicational Material focusing on creating awareness on Water, Sanitation and Hygiene Promotion (WASH). Interested vendors are requested to submit quotations for content creation as instructed in this document.

Objective

Maldivian Red Crescent plans to hire a consultant to develop IEC materials to create awareness on Water, Sanitation and Hygiene Promotion (WASH). The IEC materials must be in multiple languages, primarily English, Dhivehi, and Bangla on these materials will be disseminated on digital platforms as well as printed materials in the form large posters, banners, and leaflets.

Key tasks and deliverables

The consultancy will include the following key deliverables:

Task	Deliverable
Poster and Banner Illustration and Design	<ul style="list-style-type: none">- Illustration, design, and development of 5 Information Posters/Banners on WASH.- Deliverables to be set for printing and optimized for online publishing for various platforms.- MRC to provide content details, printing size dimensions etc.- All raw files to be made accessible to MRC, optimized for social media.
Leaflet Design Development	<ul style="list-style-type: none">- Illustration, design, and development of 1 leaflet on WASH- MRC to provide content details, printing size dimensions etc.- All raw files to be made accessible to MRC,
Sticker Pack Designs	<ul style="list-style-type: none">- Illustration, design, and development of 8 Stickers for printing and digital platforms based on the themes and key messages provided by MRC

Reporting Line

The consultant will report to Programme Officer Community based Health and First Aid supported by Programme Officer – Communication and Advocacy.

Academic Qualification

University Degree or equivalent in Marketing, Graphics Designing, Mass Communications or related field (if an individual).

Experience

- At least 2 years of experience working in similar projects
- Experience developing compelling content to generate response from audiences online
- Proficient in Adobe applications including Photoshop, Illustrator, and InDesign.
- Ability to deliver high quality results under tight deadlines.
- Previous work with MRC or NGO experience in a similar role is highly desirable

Fees and payments

Consultancy fee of MVR 16,000.00

Code of Conduct

During the term of consultancy, MRC Code of Conduct has to be signed and thoroughly followed by the consultant.

Application

1. Cover Letter
2. Application must include a CV (if an individual)/ profile (if a company)
3. At-least three Samples of past work / portfolios
4. Recommendation letters

Application submission, with all required documents, to be made by **26th February 2022, Saturday, 14:00 pm** to: info@redcrescent.org.mv