

Consultancy Service – Design and Branding Consultant

Type of Contract:	Local Consultancy
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Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization, established based on 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.

MRC aims to be the nation’s leading humanitarian organization, with Units spanned all over the 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.

On 16th August 2024, MRC celebrates its 15th anniversary marking a significant milestone as the leading humanitarian organization in the Country. MRC is looking for a consultant to strengthen MRC’s brand and enhance its visibility on its 15th anniversary.

Objective

The objective of this consultancy would be to develop a branding plan including design of conceptual graphics, multimedia, and visibility assets to strengthen MRC’s brand and enhance its visibility on the occasion of MRC’s 15th Anniversary.

Deliverables of the Project

The Consultant is required to provide the following services, which shall include:

Task	Deliverable
1	Develop the MRC 15 th Anniversary Branding, in alignment with MRC’s Brand guideline.
2	Design of conceptual graphics and multimedia assets in accordance with the brand aesthetics which must also include the following: - <ul style="list-style-type: none"> • Anniversary Logo • Administrative Letterheads • MRC Lanyards • Digital and Print Media Assets (including social media and Website) • Additional visibility materials as agreed upon by MRC and consultant as per the branding
3	<ul style="list-style-type: none"> • Provide guidance and training to MRC staff to execute the branding plan, edit and alter digital media assets/ templates. • Provide a timeline of delivery of the work.

Reporting Line

The consultant will report to Programme Officer – Communication and Advocacy.

Academic Qualification and Experience

University Degree or equivalent in Marketing, Graphics Designing, Mass Communications or related field (if an individual). If the applicant is a consultancy firm, please submit CVs of the key team members.

Experience

- At least 2 -3 years of experience working in producing designs, branding projects or similar work.
- Strong graphic design skills, in producing designs for the United Nations, governments or international non-profits or advocacy campaigns will be an advantage.
- Proven experience in graphic design, developing digital, print media content and assets.
- Experience in product design and production.
- Previous work with MRC or NGO experience in a similar role is highly desirable.

Deadline for Project Delivery

01st December 2023

Selection Criteria

Applicants will be evaluated based on value for money and the most technically compliant offer and past experiences.

Fees and payments

Consultant to receive MVR 35,000 – 50,000 MVR for the work. [Payment modality can be agreed with selected candidate]

Code of Conduct

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

Application

- Cover Letter
- Application must include a CV/Work Portfolio (if Individual) / Company Profile (if Company/firm)
- 2 – 3 samples of past work/projects and recommendations letters.
- Technical and financial proposals

Application submission, with all required documents, to be made by **19th September 2023, Thursday, 14:00 pm to:**

info@redcrescent.org.mv with subject line **“MRC-AD/MIS/2023/233 - Application for Consultancy Service – Design and Branding Consultant”**