

MRC-AD/MIS/2024/298

### Design Consultant for the development of graphics and non-fiction informative comics

Type of Contract	Individual / Firm
Type of consultancy	National
Duration	2 months
Remuneration	MVR 35,000
Estimated Starting Date	25 <sup>th</sup> August 2024

### Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization established through the Maldivian Red Crescent Law (Law 7/2009). MRC's primary objective is to provide humanitarian aid and prevent and alleviate human suffering. Additionally, MRC'S Strategic Plan is centered around the concept of resilience. MRC's Strategic Plan 2019-2030 advocates for a shift in thinking and practice, recognizing the need for better coherence in the areas of disaster management, climate change, and development work. A key priority for MRC is working towards reducing vulnerabilities and increasing capacity to deal with frequently occurring natural hazards and the impact of natural disasters and climate change risks. This approach aims to increase the effectiveness of MRC's humanitarian role and work in Disaster Risk Management.

Maldivian Red Crescent (MRC) and Italian Red Cross (ITRC) have jointly established a Migrant Support Programme in the Maldives since 2019. This included the establishing of a Toll-free migrant support helpline which carried out referrals as well as vaccine registration during the COVID-19 pandemic. Furthermore, distribution of hygiene kits, carrying out of health and legal camps as well as capacity building activities including Basic First Aid trainings for migrants and the first ever Migration Practitioner Training of Trainers (ToT) in the South Asian Region was carried out with the technical and funding support of Itrc. In addition to the aforementioned activities, MRC also undertook a Migration and Displacement Needs Assessment with the support of ItRC as well. The Programme aligns with the IFRC Global Strategy on Migration 2018-2022 and the movement Migration Policy which stipulates that everyone across the movement jointly and individually addresses the humanitarian concerns of migrants throughout their journey. Additionally, the project is in line with the following purposes of provision of humanitarian aid and protection, upholding of migrants' rights and dignity, promotion of social inclusion.

MRC is currently working on the development of an outreach and awareness campaign focused on promoting the rights of migrants, with regards to healthcare, legal frameworks, migration safety, travel safety around health and Trafficking in Persons (TiP), and employer responsibilities.

## Scope of Assignment

MRC is seeking the services of a design consultant (individual or firm) to develop the graphics and the layout graphics and non-fiction informative comics in various languages (5 languages) as part of MRC's Migration Awareness Campaign. The campaign is a broad campaign covering components such as local laws, regulations, services, Sexual and Gender-Based Violence (SGBV), and Anti-Trafficking in the context of migration in the Maldives.

The consultant will be responsible for creating the visual layout, structure, and format of the comics. The design consultant will be expected to:

- 1- Collaborate with MRC's team to determine the expected content and expectations regarding the visual presentation.
- 2- Develop clear and visually compelling design and layout for non-fiction informative comics.
- 3- Ensure consistency in design aesthetics, and formatting throughout the development process in alignment with MRC's Brand Guideline.
- 4- Provide printing and online publishing digital files for all materials developed

## Deliverables

The consultant hired is expected to deliver the following:

#	Deliverables	Expected delivery	Expected Fees and Payment
1	Design elements- general theme, color schemes, visuals for the comic based on content provided.	2 weeks from contract signing	10%
2	Script development based on key messages.	3 weeks from signing the contract	10%
3	Draft layout	4 weeks from contract signing	20%
4	Second draft	6 weeks from contract signing	30%
5	Final draft and handover of print ready & digital files [in 5 languages]	8 weeks from contract signing	30%

## Reporting Line

The consultant will report to Senior Programme Officer - Migrant Support and work in regular coordination with Senior Programme Officer - Communication & Advocacy.

## Qualifications & Experience

The national consultant is expected to possess the following qualifications and expertise.

- 1- Professional Qualification (certificate, diploma, degree) in graphic design or related field.
- 2- Minimum 2 years' experience undertaking similar work (Reference letters for the work carried out must be provided)
- 3- Ability to develop high quality work under minimum supervision (Links to previous work carried out to determine quality)
- 4- Proven ability to deliver high quality results under tight deadlines.
- 5- Previous work with MRC or NGO experience in a similar role is highly desirable.

## Fees & Payments

The consultant will be paid based on the completion of the deliverables specified above in the given schedule of payments.

## Evaluation Criteria

The consultant will be hired based on the following criteria:

Details	
Education	30%
Portfolio and Experience	70%
Total	100

## Code of Conduct

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

## Submission requirements

All interested should email their expression of interest to [vacancies@redcrescent.org.mv](mailto:vacancies@redcrescent.org.mv) before 2.00 pm on 21<sup>st</sup> August, 2024, along with the following documentation:

- o Copy of National ID card / Business Registration
- o Letter of Expression of Interest (EOI)
- o Copies of Accredited certificates including transcripts
- o Detailed Curriculum Vitae / Company Profile [including CV of Team Members]
- o Letters of work experience (experience will be evaluated based on the documents submitted)
- o Portfolio/examples of similar assignments that you have undertaken (to assess the quality of work)