

MRC-AD/MIS/2025/167

Terms of Reference- Design of MRC Annual Report 2024

Type of Contract	Individual / Company
Type of consultancy	National
Duration	01 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 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.

MRC is looking to publish the Annual Report 2024 and is seeking to hire a consultant to undertake the designing of the layout and graphics for the report.

Scope of Assignment

The objective of this consultancy is the development of the conceptual design, layout and relevant illustration required for the MRC Annual report based on the content and information provided by MRC ready for printing and online publishing. The design concept of the report must be aligned with MRC’s brand guidelines and a design brief provided.

Deliverables

The consultant hired is expected to deliver the following: -

#	Deliverables	Details
1	Development of Conceptual design, Concept, workplan and project timeline	Consultant will be required to deliver an initial conceptual design in alignment with MRC’s Brand guideline and design brief as well as a project workplan and timeline of delivery.
2	Design and layout development full MRC Annual Report 2024	Completion of design, layout of the full MRC Annual Report 2024 in accordance with the approved conceptual design of the report includes photos, relevant illustration, and overall report layout for final review and approval.
3	Preparation of Print-Ready Files and Specifications. Submission of finalized print-ready files adhering to professional printing standards.	High-resolution files with CMYK color profiles, bleed, trim marks, and safe zones. Specifications for paper stock, finishing. 300 DPI resolution for all images/graphics, embedded fonts, etc. Separate delivery of digital (web-optimized PDF) and print versions.

Reporting Line

The consultant will report to the Manager – Partnership & Engagement

Qualifications & Experience

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

- 1- Minimum of 2 years' work experience in graphic and layout designing/publication production
- 2- Excellent knowledge of layout and design in English.
- 3- Proven ability to deliver high quality results under tight deadlines.
- 4- Previous work with MRC or NGO experience in a similar role is highly desirable.
- 5- Feasibility of technical and financial proposal

Fees & Payments

The consultant will be paid after the completion of the deliverables specified above under deliverables. Consultant will be paid in between MVR 20,000 – 25,000 (final amount to be determined based on evaluation of the consultant’s technical proposal, financial competitiveness, and proven experience in comparable projects).

Code of Conduct

During the term of consultancy: -

- Actively work towards the achievement of the MRC’s goals and objectives.
- The MRC Code of Conduct must be signed and thoroughly followed by the consultant.
- Abide by and work in accordance with the Red Cross and Red Crescent 7 Fundamental Principles.

Evaluation criteria

The consultant will be selected based on the following criteria.

Details	Maximum Points
Portfolio & Experience	40
Technical Proposal	40
Financial Proposal	20
Total	100

Submission requirements

All interested should email their expression of interest to vacancies@redcrescent.org.mv before 2.00 pm, 20th April 2025, along with the following documentation:

- Letter of Expression of Interest (EOI)
- Detailed Curriculum Vitae / Company Profile [including Team Members]
- Technical & Financial Proposal for the Project
- Portfolio/examples of similar assignments that you have undertaken.
- Copy of National ID card / Company registration (as applicable)