TERMS OF REFERENCE FOR Designer on AIR collection

1. Overview

<table>
<thead>
<tr>
<th>Overarching initiative:</th>
<th>Review of the publication collection of the Advocacy &amp; Institutional Relations Direction</th>
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<tr>
<td>Unit/direction initiating the project:</td>
<td>Advocacy and Institutional Relations Direction at Humanity &amp; Inclusion</td>
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<td>Objective of the service:</td>
<td>Creating icons and infographics templates for advocacy publications</td>
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<td>Duration of the service:</td>
<td>3 to 5 days</td>
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<td>Location of the service:</td>
<td>Consultant’s usual work location</td>
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<td>ToR last updated:</td>
<td></td>
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<tr>
<td>Author of ToR:</td>
<td>Aurélie Beaujolais</td>
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2. Context

To enable effective advocacy, the federal advocacy team produces publications based on evidence (evidence-based advocacy). This comprises a range of different kind of papers:
- Reports,
- Case studies,
- Briefing papers,
- Issue briefs,
- Factsheets.

In 2015, a dedicated collection of advocacy publication was created to provide a unified layout for these publications. It was created mostly for print, having in mind the dissemination of tools during physical conferences and face-to-face meetings. In an increasingly digital environment, we are now reviewing the collection to develop more engaging formats, focused on digital use.
3. Presentation of the service

3-1- Overall objective of the service

The designer will develop AIR specific icons and infographic templates. In line with existing elements, it will include icons of topics/ persons / professions, symbols for types of content / sectors / concepts and other infographics.

3-2- Expected results of the service

(1) A set of icons for the AIR collection:
- 10 icons for topics: EWIPA; Landmines & cluster munitions; Victim assistance; rehabilitation; inclusive education; disability inclusion; humanitarian access; principled and inclusive humanitarian action in crises; climate change; intersectionality,
- 2 icons for quotes and testimonies (focus on the person),
- 1 icon for case studies (focus on an area or period of time),
- 1 icon for statistics,
- 3 icons for types of weapons (landmines, cluster munitions, EWIPA),
- 8 icons for boys, girls, women, men with and without disabilities, 10 to 15 icons for the different types of recommendations, including for example: policy, budget/funding, treaties, access to services (health, mental health, livelihoods, education, rehabilitation, justice), fulfilment of rights, gender equality and diversity, women/girls' empowerment, social cohesion, conflict transformation, data collection, participation/involvement of civil society organisations, nexus, capacity building/training, cease-fire/ peace / end of conflict

(2) Re-usable templates for infographics to illustrate data and simplify complex information (in different formats to be usable in PDF document and on social media):
- tables,
- global and regional maps to pinpoint locations,
- timeline template,
- process template,
- building blocks to break concepts/ issues/ policies,
- comparison chart between 2 or more options/ contexts/ issues,
- illustrated recommendations.

3-3- Ethics

• Respect copyright and intellectual property, obtain permissions to use all visual elements;
• Ensure that the final outputs are never used for commercial purposes;
• Ensure the respect of basic accessibility standards for print and digital material.

3-4- Timeline of the service
We anticipate that the graphic designer will work over a period of approximately 5 working days, between January and March 2022. This timeline can be slightly adapted, if needed, as long as the final deadline for delivering the results is respected.

3-5- Mechanisms for communication and monitoring

The selection of the graphic designer will be carried out by Aurélie Beaujolais, Information and Publication Manager, Advocacy and Institutional Relations Team, Humanity & Inclusion. She will remain the primary contact person for the designer, will follow up the whole process to ensure the respect of instructions and timeline.

4. Profile

Eligibility requirements
At the time of the closing date for applications, candidates must fulfil all the following conditions:

- Be legally registered as a company;
- Have fulfilled fiscal obligations;
- At least three years’ experience in a similar role and a proven portfolio of graphic design work.

Selection requirements - Essential

- Knowledge of English and/or French;
- Training in graphic design, visual arts, or related field.
- A strong portfolio of print and digital design work.
- Excellent command of design software such as Creative Suite (namely Photoshop, Illustrator and InDesign).
- Excellent time management and organizational skills.
- Excellent communication, interpersonal and diplomatic skills and ability to operate in a multi-national setting;
- Keen eye for detail.

Selection requirements - Desirable

- Experience working with other NGOs as clients;
- A university degree or technical diploma in the field of graphic design.

5. Application process

Applications must include:

- A detailed CV, with clear description of education and professional experience;
- A portfolio of graphic design work (PDF format);
- A financial proposal (excluding TVA), for the service described above.

Please, send all required documents by 30/11/2022 to the following address: a.beaujolais@hi.org