



# TERMS OF REFERENCE FOR Designer on AIR collection

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## 1. Overview

<b>Overarching initiative:</b>	Review of the publication collection of the Advocacy & Institutional Relations Direction
<b>Unit/direction initiating the project:</b>	Advocacy and Institutional Relations Direction at Humanity & Inclusion
<b>Objective of the service:</b>	Creating icons and infographics templates for advocacy publications
<b>Duration of the service:</b>	3 to 5 days
<b>Location of the service:</b>	Consultant's usual work location
<b>ToR last updated:</b>	
<b>Author of ToR:</b>	Aurélie Beaujolais

## 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](mailto:a.beaujolais@hi.org)

