**TERMS OF REFERENCE (TOR)**

**GRAPHIC DESIGN FOR THE 16 DAYS OF ACTIVISM DIGITAL CAMPAIGN**

1. **Context and justification**

The International Planned Parenthood Federation Africa Region (IPPFAR) is one of the leading sexual and reproductive health and rights (SRHR) service delivery organizations in Africa, and a leading sexual and reproductive health and rights advocacy voice in the region through its 40 Member Associations and Collaborative Partners in 40 Sub-Saharan countries.

The IPPF ARO youth-led branch, the Youth Action Movement (YAM), will conduct a digital campaign during the 16 days of activism to amplify IPPF voices of youth, women, and girls on and promote gender equality. The 16 Days of Activism against Gender-Based Violence is an annual international campaign that kicks off on 25 November, the International Day for the Elimination of Violence against Women, and runs until 10 December, Human Rights Day. It was started by activists at the inaugural Women’s Global Leadership Institute in 1991 and continues to be coordinated each year by the Center for Women’s Global Leadership. It is used as an organizing strategy by individuals and organizations around the world to call for the prevention and elimination of violence against women and girls.

The global theme for this year’s 16 Days of Activism against Gender-Based Violence, which will run from 25 November to 10 December 2022, is “UNITE! Activism to end violence against women and girls”. The YAM intend, through this campaign, to promote their actions, engagement and activism to end violence against women and girls, leveraging digital technology and social media to increase awareness and advocacy for change.

1. **Scope and focus of assignment**

The purpose of the assignment is to provide short-term graphic design services to effectively support the implementation and delivery of the 16 Days of Activism against GBV campaign.

These include visuals in English and French accompanied by social media copies in both languages.

1. **Deliverables**
* Develop short animations and videos on the thematic related to SGBV, gender equality, feminism, LGBTIQ+ rights, as well as youth engagement.
* Design a twibbon frame and messages on the theme of the campaign.
* Design all social media assets such as poster/flyers of all activities.
* The visual designs and social media copy should be as diverse as possible, representing people belonging to different gender identities, sexual orientations, and representing persons with disabilities.
* The social media copy should always be Human Rights based.
* Design minimum of 16 visuals in both languages.
* The social media assets should be delivered to IPPFAR in the formats required for Facebook, Instagram, Twitter, and YouTube if videos will be produced.
* Produce a short report of the campaign when it ends, which will include social media metrics and impact.
1. **Timeframe**

The consultancy shall be for a maximum duration of 20 days from the date of signing the contract.

1. **Working arrangement**

The consultant shall be paid 50% of the total cost upon approval and signing the contract and the balance upon satisfactory production of the materials/illustrations.

1. **Copyrights**

All materials arising out of the consultancy shall remain the property of IPPFAR.

1. **Required Qualifications and Experience of the Consultancy firm/individual**

* Degree in a relevant discipline (Graphic Design, Arts, Journalism, Mass Communication, Marketing, or similar).
* Over three years of work experience designing communication materials and/or illustrations, for online placement or print.
* The designer must be highly proficient in using graphics applications such as Adobe Illustrator, Photoshop and InDesign.
* The designer must have clear and mature styles of design, demonstrating an understanding of the communication requirements of IPPFAR.
* Demonstrated ability to take initiative and work independently with limited supervision and within the established deadlines.
* Ability to conceptualise, plan and execute innovative ideas.
* Responds positively to critical feedback and differing points of view.
* Sets priorities, produces quality outputs.
* Meets deadlines and manages time efficiently.
* Excellent communication skills, organised.
* Ability to converse in English
1. **Considerations**

***Creativity:*** All materials must be creatively done with the highest artistic quality. Designers must be willing to change designs based on feedback from the IPPF team. Designers must be capable and experienced in understanding creative concepts when explained either directly or from group discussions brainstorming ideas for design.

***Comprehension:*** The materials should be clearly understandable by the target population.

***Appropriateness:*** All creative works must be appealing and respectful to all cultures, gender sensitive, and considerate of audiences with different backgrounds in different geographic settings. The materials should be appropriate for each intended audience in implied meanings, tones, format or style.

***Persuasion:*** The designs are expected to be easily appreciated and retained by the target audience persuading them to undertake the communicated message.

 **11- Application procedure**

Applicants are required to submit the following:

(a) A technical proposal: Letter of Interest, stating why you consider yourself/your firm suitable for the assignment,

(b) Firm/company profile on handling related assignment; or Personal CVs for individual consultant highlighting qualifications and experience,

(d) Portfolio (2-3 examples of similar previous work or personal website listing work),

(e) Financial proposal indicating consultancy fee and a breakdown of expenses (unit price per day together with any other expenses, taxes) related to the assignment,

(f) Both technical and financial proposals shall not exceed five pages.

The application documents must reach IPPF Africa Regional Office through email address **ippfarbids@ippf.org** latest by **22 November 2022** with subject **« Graphic design for the 16 days of activism digital campaign consultancy »**

**Important note:** *To comply with tax payment policies in Kenya, IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.*