# Terms of Reference

## Graphic/Multimedia Designer Consultancy Opportunity

**About the American Red Cross**

Since its founding in 1881, the American Red Cross has been dedicated to serving people in need. Each year, disasters devastate millions of lives around the world. Climate change, population growth and urbanization are straining living conditions for people in communities that are at-risk to disasters and infectious diseases. From Latin America to Asia and places in between, through the International Federation of Red Cross and Red Crescent societies (IFRC), the American Red Cross partners with sister Red Cross and Red Crescent societies to foster more disaster-ready communities. We can't always stop disasters from happening, but we can prepare for them. Alongside local Red Cross and Red Crescent teams, the American Red Cross delivers lifesaving training and tools to communities worldwide.

**Consultancy Description**

The American Red Cross' (AmCross) International Services Department (ISD) is seeking a graphic and multimedia designer to create a series of user-friendly learning products using existing research reports and case studies developed by AmCross. The designer would be responsible for leading the layout and design of several publications and develop a short video series using Whiteboard animation. All content for the publications and video series will be provided by AmCross.

The designer may be asked to propose other ideas for packaging the existing content in a user-friendly way. The target audiences for these products are global humanitarian organizations, with a focus on partner Red Cross Red Crescent National Society staff. The products should be visually appealing and optimized for learning.

Primary deliverables:

- Using a recently completed guide that provides a comprehensive overview of the barriers and opportunities RCRC National Societies face in accessing funding for anticipatory action (acting before a disaster or natural hazard), produce a user-friendly and visually engaging publication, with guidance from the technical manager. The report is 20 pages and 2 – 3 original graphics may be requested to include in the publication.
- Redesign 5 short guides (5 – 7 pages each) that accompany the above guide. Recreate or propose new designs for 3 – 4  graphics/charts included in the guides.
- Using a recently completed report that documents American Red Cross' domestic approach to anticipatory action, create a series (max 3) of short Whiteboard animation videos to communicate the content in an educational but engaging way.
- Design other publications and learning products as opportunities arise during the contract period.

**Contract Terms & Management**

The consultant will be managed by the Design, Monitoring, Evaluation, Research and Learning (DMERL) Manager and work closely with the Global Anticipation Program Manager.

- Proposed contract dates: November 4, 2024 –March 30, 2025
- Hourly rate should be proposed by consultant with an estimated number of hours/fees for the deliverables outlined above.
- Deliverable schedule will be determined at the outset of each specific project or month depending on deliverable type.
- Consultant will provide 2 weeks notice of any extended periods (over 3 business days) where they will not be available for assignments.

**Payment Schedule**

- Invoices for time worked can be submitted by the consultant on the last day of each month to be reviewed and approved by the DMERL Manager
- LOE/budget overages will not be allowed unless approved in advance.

**Qualifications:**

- Demonstrated experience in publication and graphic design required; experience designing research and learning publications/products for humanitarian/non-profit sector strongly preferred
- Experience producing educational video content preferred, with willingness to learn/use Whiteboard animation video software
- Proficient user of Adobe Design Suite or similar graphic/video design software required;
- Ability to translate complex concepts and information into user-friendly, engaging content required; experience with UX design methods and techniques strongly preferred
- English language fluency (written and spoken) required
- Ability to take meetings/calls during Eastern Time (U.S.) business hours

**Application Instructions:**

To submit a consultancy application, please send the below materials to [dmerl@redcross.org](mailto:dmerl@redcross.org) by **October 28, 2024**

1. A resume detailing recent relevant professional experience;
2. A portfolio of relevant work, with at least 3 examples of publications in which you were the sole or lead designer;
3. Hourly rate and estimated hours of work for the deliverables listed