



Request for Proposal: Graphic Designer Services

Objectives:

Right To Play (RTP) is seeking an expert Graphic Designer, either an individual or a company, to enhance our communication efforts. The selected consultant will work under the overall guidance of the RTP Monitoring and Evaluation (M&E) Officer and in coordination with the RTP Communication Officer.

Duties and Responsibilities:

The Graphic Designer will be responsible for the following tasks:

1. Creating 2D/3D animation videos (up to 2 minutes) following RTP's guidelines, including storyboarding, visual frame development, and motion design.
2. Preparing events' material, encompassing email invitations, event introductions, thank you notes, and adding cover/credits pages to recorded events.
3. Editorial design aligned with RTP and donors' requirements for fact sheets, leaflets, reports, and publications.
4. Designing social media posts, translating data into visuals for possible use in project reports.
5. Preparing informative and/or infographic sets of posters by translating data into textual and graphic elements.

Competencies:

Functional Competencies:

- Good management and communication skills.
- Excellent visual, written, and oral communication skills.
- Ability to grasp complex issues, concepts, and strategies and translate them into visual materials.
- Proven creative and graphic design skills showcased in a strong portfolio.
- Experience working on content that appeals to diverse audiences.
- Ability to work independently on multiple projects.



- Clear and mature style of design, demonstrating an understanding of RTP's communication requirements.

Corporate Competencies:

- Positive can-do attitude.

Required Skills and Experience:

I. Academic Qualifications:

- BA in Graphic Design; a master's degree in graphic design or a relevant field is a plus.

II. Years of Experience:

- Minimum 5 years of professional experience in graphic design.

III. Technical Experience:

- Proven theoretical and practical expertise in communication and graphic design.

- Proficient use of Adobe's Photoshop, InDesign, Illustrator, After Effects.

- Experience in conceptualizing, developing, and implementing communication campaigns.

- Strong experience in typography, logo design, color, image selection, print production, and layout design.

- Familiarity with RTP and other development programs' guidelines is advantageous.

Proposal Submission:

Interested consultants or companies should submit their proposals, including a detailed resume, a strong portfolio, relevant experience, and to fill request for quotation on the following email.

lbprocurement@righttoplay.com

Deadline: 3rd of February 2024

We look forward to receiving your proposals and appreciate your interest in supporting the graphic design needs of Right To Play.