

Graphic Designer to brand a Hygiene Promotion Curriculum

Terms of Reference (ToR)

Background on Save the Children

Save the Children is the leading global independent organisation for children. Save the Children believes every child deserves a future. Around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach.

We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

Our vision: A world in which every child attains the right to survival, protection, development and participation.

Our mission: To inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

Our values: Accountability, ambition, collaboration, creativity and integrity.

We are committed to ensuring our resources are used as efficiently as possible, in order to focus them on achieving maximum impact for children.

Background information/context

During the past year, more than 2.3 billion people lived in countries facing water scarcity and related challenges, while 26% of the globe is lacking access to safe drinking water and 45% lives in a challenging context with a lack of proper sanitation, and 30% with shortage accessing and practicing proper hygiene; the WASH sectors remain an important component SCI is focusing on specially in Lebanon.

Evidence suggests that improving knowledge attitude and practices of vulnerable communities on hygiene key awareness messages, will help preventing numerous Water, Sanitation and Hygiene related diseases.

With the expansion of the WASH program for SCI Lebanon for 2022, and the necessity to create contextualised hygiene promotion messages, manual and tools that will be used internally by SCI staff, volunteers, education centres and partners; and externally by any interested organization through an online open source accessible for all; thus, the need to contract a consultant that will support revising the existing draft manual prepared by SCI WASH team, provide feedback on the content and propose a new structure that ensure community engagement and localization while taking into consideration different gender and disability inclusion aspects. As well as a translator and graphic designer to finalize the desired final product.

Objective

The aim of this job is to provide taking into consideration SCI brand guidelines a brand identity for the generated Hygiene Promotion Curriculum. This will cover font, coloring, design of visuals (graphs, tables, processes, drawing, images and characters)

Designer must cooperate with the WASH and CP team to ensure the proper technical visuals are used.

Location and official travel involved

The HP curriculum will be utilized by different programmes across Lebanon mainly in the areas of Beqaa, Beirut and Mount Lebanon, and North. In 2022, we will ill test the HP curriculum under the LifeBuoy award in refugee camps and learning centers in different areas of Lebanon. All visuals and graphics should be contextualized to the Middle East and Arab region context and respect all norms and cultural values.

Services the Supplier will provide

Graphic Designers are invited to propose a price for the full document, the document consist of a total of 115 pages and 49 visuals.

SCI in coordination with the recruited graphic designer will do the final conting and settle the payment accordingly.

Experience and skill set required

Minimum competencies:

- University degree in Graphic Design
- Demonstrated experience of providing similar services in country and in INGO context
- Respect the values of Save the Children.

Professional Experience:

- A minimum of three years of experience working as a graphic designer. Working experience in development or humanitarian environment is desirable;
- Experience in producing designs for INGOs will be an advantage;
- Strong theoretical and practical background in graphic design, including the use of different types design software packages;
- Show a clear and mature style of design, demonstrating an understanding of the communication requirements of different or INGOs;
- Proven experience of graphic production from start to published/printed product with knowledge of printing processes and color management;
- Good understanding of new and evolving technologies and digital platforms;
- Knowledge of standard software packages;
- Strong graphic design skills, including the mastery of all standard design software, included in the Adobe Creative Suite;

The selected designer will be supported and guided by SCI PAC team focal Person SCI Shelter & WASH TA, SCI Shelter & WASH PM, and SCI WASH coordinator.

Expected Deliverables

SCI expects the following deliverables to be provided:

Deliverable number	Deliverable title	Description	Format and style
1	Branding version of the HP curriculum	<ul style="list-style-type: none"> ▪ Translate the strategic direction into high-quality design within 	Presentation of transalted

	including all visuals and content.	<p>Save the Children's brand identity.</p> <ul style="list-style-type: none"> ▪ Collaborate and brainstorm with the WASH and Communications teams, on the design components. ▪ Integrate input from the WASH and Communications teams, ensuring design meet organizational standards and brand expectations. ▪ Propose modern visuals and innovative visual communication approaches through the close monitoring of the latest graphic design trends. 	document to Project boards
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Timeline

Estimated Commencement Date: September 2022

Estimated End Date: October 2022

Deliverable number	Deliverable title	Submit to	Delivery date
1	Branding version of the HP curriculum including all visuals and content.	Project Board	4 weeks after contracting

Payment information

Detail the payment arrangement for the services. To better control costs the SCI preference is that payment is made on a milestone basis, on specific dates or all on satisfactory completion of the work.

100% of the total cost payable after completion of Deliverable 1

The Fees are inclusive of all costs, overheads and expenses, including travel, subsistence, trainers, and accommodation. The Fees are exclusive of training logistic costs.

Other important information

This HP curriculum in English and any translated version is the property of SCI and shall not be shared under any circumstances by the designer or any other parties with a third party without informing SCI.

How to apply for the services

Please refer to the TOR requirements document for instructions on how to submit a bid.

