

Terms of Reference: Digital Design Consultant, Global Communications

Background: The International Planned Parenthood Federation (IPPF) is a global service provider and advocate of sexual and reproductive health and rights (SRHR) for all. IPPF is made up of 118 Member Associations, 15 partners, and a secretariat that is spread over 10 offices worldwide. IPPF currently works in 142 countries.

IPPF is committed to advancing SRHR globally. As part of its mission, IPPF engages in work to address challenges and barriers to these rights. To support IPPF's efforts in engaging with external audiences, a consultant is sought to provide digital design assistance. We're looking for a designer who can help us create engaging content for our various social media platforms. The ideal candidate will have a strong visual sensibility and a keen understanding of how to craft effective social media campaigns.

Scope of Work:

- **Creating engaging and impactful digital content:**
 - In collaboration with the Snr Social Media Advisor – Global, create impactful graphics, illustrations and infographics for use across our various social media platforms to help drive social media engagement.
 - Editing simple online videos, where necessary.
 - Brainstorm ideas for posts with the Global Communications, Voice and Media (CVM) team and create graphics, visuals, and short-form videos to accompany them
 - Ensure all content aligns with our brand's values and identity visually, and tone of voice.
- **Planning for social media campaigns:**
 - Collaborate with Social Media Manager and other team members to develop campaigns on social platforms
- **Creating designs for reports, and other publishing material**
 - Manage the graphic design element of reports and publishing material, from typesetting through to graphic design, layout, print and production.

Expected Timeline: September – December 2024

Deliverables:

- Create compelling visual content, including infographics, GIFS, illustrations, and graphics that engage followers and encourage them to share our content with their networks
- Follow current social media trends and innovations for planning
- Utilize social media tools, including Canva Pro, Adobe, Shutterstock, Dreamweaver, and HTML/CSS.

Qualifications:

- Demonstrated experience in graphic design and illustration
- 2+ years' proven experience using graphic design and social media for brand building
- Strong understanding of layout, graphic design, web design, photography, and videography
- In-depth knowledge of social media applications, including Facebook, Twitter/X, Instagram, LinkedIn, and TikTok.
- Familiarity with sexual and reproductive health and rights issues, as well as challenges related to opposition to SRHR and gender equality.
- Strong communication skills.

- Ability to work independently and collaboratively within a team.

Expected Level of Effort: Approx. 12 days per month (over three months)

Budget: To be determined based on consultant's input and available resources

Evaluation Criteria:

- Relevant experience and expertise.
- Quality and feasibility of proposed approach.
- Availability and commitment to the project timeline.

Submission Deadline: 30 August 2024

Submission Instructions: Interested consultants should submit their proposals, which includes a cover letter, CV, samples of previous design work and proposed budget, to Nerida Williams, Senior Media Advisor (newilliams@ippf.org)

Note: The terms of reference are subject to negotiation and amendment based on the consultant's input and agreement with IPPF. Due to urgency, we will be reviewing applications on a rolling basis.