

Graphic Design Consultancy ToR

Introduction

Cord is an international NGO working with people in highly sensitive and oppressive contexts to transform dysfunctional relationships into those that create peaceful and inclusive societies. For over 50 years and across more than 20 countries, it has been committed to healthy, thriving relationships by equipping local organisations and human rights defenders to collaborate with those in a position of authority, resolve their differences and lay down the foundations for a world where everyone can live free from fear and have the freedom to flourish.

Cord is headquartered in the United Kingdom, with offices and teams present in Africa (Burundi) and Asia (Cambodia, Laos, Myanmar and Vietnam). Its registered UK charity number is 1070684.

Background

With the financial support from EU, Cord as the key player and pioneer of civil society capacity development in Laos along with partners HELVETAS Intercooperation GmbH (HELVETAS), Participatory Development Training Centre (PADETC) now called PAKA and Learning for Development Association (LDA) has carried out a 4-year project called CONNECT (Capacity Development and Networking to Enhance Civil Society in Lao PDR). The project aim was to strengthen the capacity and conditions through which civil society and local authorities (LAs) can contribute to the achievement of Laos' development outcomes more effectively and sustainably.

The project has built the capacity of civil society organisations (CSOs) to become confident agents of social change, more representative of community needs, better connected to fellow CSOs and ultimately able to deliver higher quality services. In the final stages of the action, a 'model' has been created to outline successful case studies and entry points for positive engagement with LAs on education, nutrition, and wider development issues, alongside key impacts, tips for replicating initiatives within other Lao provinces, and recommendations. Lessons learned and recommendations from all districts will be shared with key stakeholders to reinforce mutual learning



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and to encourage similar interventions to improve policies, planning and service delivery at the provincial and national level.

Objective of the consultancy

Within the project framework, the project is looking for a suitable candidate to carry out the graphic design and layout of 4 case studies and one Model capturing best practice of implementation of activities focusing on service delivery in response to local development needs, with specific focus on education and nutrition in the four provinces of implementation - Xiengkhouang, Vientiane Capital, Savannakhet and Champassak.

Duties and deliverables

Design and production of the following communication materials, in formats suitable for both print and digital distribution:

- **4 case studies** (one per province) of approximately 6 pages each (without pictures) - using the same layout.
- **One overall summary Model** of approximately 10 pages (without pictures).

Final product will consist of 10 files

- Version for print: 4 x case studies, 1 model
- Version for digital use: 4 x case studies, 1 model

All copy, photos and logos for the communications materials will be provided by Cord.

The consultant will be expected to use creative and innovative design ideas, presenting the documents with most relevant visual design style suitable for the target audience.

The Consultant will ensure that all publications, reports and products are produced in line with Cord's and donors' requirements.

Duration

Final products to be delivered by the **11th of June**.

Required skills and experience

- Strong theoretical and practical background in graphic design, including the use of design software
- Show a clear and mature style of design, demonstrating an understanding of the communication requirements of NGO's
- Proven experience of graphic production
- Experience working with development NGOs is desirable



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- Good command of English
- Ability to conceptualize, plan and execute innovative ideas
- Meets deadlines and manages time efficiently
- Excellent communication skills, organized

Application process

Cord invites interested applicants to submit a detailed proposal with the following components to jbattello@cord.org.uk:

- CV
- Letter of application
- Financial proposal inclusive of all costs
- Copy of catalogue or samples of the design work, if available

Deadline for application: **30th May 2021**



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