

## Terms of Reference (TORs)

<b>Consultancy:</b>	Graphic Designer / PR
<b>Period:</b>	1 <sup>st</sup> March – 15 <sup>th</sup> May 2020
<b>Duty station:</b>	Global / Home office
<b>Reports to:</b>	Head of Programmes and Field Operations

### General Summary

The Designer will liaise with SeeD Head of Programmes and Field Operations, Ukraine Programme Lead, Learning Officer and Data Team Coordinator to identify the organisational needs for templates and style guidelines for different publications, reports and outputs prepared by SeeD teams. The Designer will produce drafts for the deliverables listed below for the organisation and share it with the relevant team members for feedback. Following *minimum 2 maximum 4 rounds of feedback*, the designer will finalise the style guidelines and templates in required and easy to edit formats. These will be in line with SeeD's mission, vision and contribute towards its branding and visibility. SeeD is a research driven innovation hub based in Nicosia, Cyprus with offices in Ukraine, and programmes in Bosnia, South Sudan, Zimbabwe, Liberia, Ivory Coast among others. Upon successful completion of the deliverables detailed in this initial ToRs, SeeD would like extend the consultancy relationship into a retainer contract and continue to work closely with the Designer for different project and programme needs such as poster design and social media / online promotions.

### Deliverable Package 1:

- A Style Guide (maximum 2 pages) document for Power Point Presentations (PPT) that cover different presentation needs such as idea pitch, evidence / analysis presentation, organisational / methodological introduction and the like based on the conversation with relevant SeeD team members.
- One PPT final template that includes the different slides, layouts, illustrations to cover the needs identified in the Style Guide (Maximum 12 slides)

Final deadline for completion: 17<sup>th</sup> April 2020

### Deliverable Package 2:

- A compiled Style Guide (maximum 8 pages) document that expands the first deliverable to include templates for a narrative project report, event invitation, a project introduction leaflet and a policy brief that cover different outreach, dissemination and visibility needs based on the conversation with the relevant SeeD team members.
- Revision of the existing letterhead and business card templates to align with the final designs.
- Final templates in editable *.docx* and *.pdf* formats (e.g. cover pages, layouts etc.) for each of the outputs identified above.

Final deadline for completion: 15<sup>th</sup> May 2020

*Please note that the Designer can chose to complete the deliverables earlier than the identified deadlines. Although earlier completion is highly desirable, the liaison and communication with SeeD members would depend on their availability and travel schedules.*

### Knowledge and Experience

- Minimum 3 years public relations, graphic design and marketing experience
- Excellent communication skills in English
- A portfolio of similar outputs to showcase previous work

### How to apply

Please send your CV, portfolio (2-3 examples of previous work or personal website listing work) and financial quote for the deliverables listed above by **17<sup>th</sup> February 2020, 17:00 GMT** to [recruitment@seedsofpeace.eu](mailto:recruitment@seedsofpeace.eu).