**Terms of Reference for Long-term Framework Agreement**

**Graphic Designer- Individuals only**

1. **Introduction**

World Vision International is a global relief, development and advocacy NGO, dedicated to work with children, families & communities to overcome poverty and injustice. World Vision International was established in 1950 & operates in nearly 100 countries worldwide. World Vision (WV) is committed to the protection of children and we do not employ people whose background is not suitable for working with children. All employment is conditioned upon the successful completion of all applicable background checks, including criminal record checks where possible. WV is seeking a graphic designer to design multiple visibility and communication products, including but is not limited to: Reports, briefings, banners, roll-ups, factsheets, newsletters, maps, leaflets and social media tiles. Etc.

1. **Objectives of the consultancy**

We are looking for professional graphic designers to develop and design high quality visibility and communication materials/products. The consultant will provide design work in line with WV branding and marking guideline. The products/materials must be developed in close coordination with the Communications team.

**About World Vision**

For more than 75 years, World Vision has been committed to making a positive and lasting difference in the world. We have become a global leader in improving and transforming the lives of children, their families, and their communities. we help children, families and communities overcome poverty and injustice, irrespective of religion, race, ethnicity or gender. Every child deserves a life rich in meaning and purpose. We work with the most vulnerable children in the world so they can experience God's promise—life in all its fullness.

**WV impact in 2024**

When the Syrian conflict started, we were among the first international organizations to respond. We have been leading humanitarian and recovery efforts in Syria since **2011.** This prolonged crisis has resulted in **16.7** million people out of a total population of **23.4** million being in need. Children make up **45%** of this group.

In fiscal year **2024** (FY24), we Implemented **36** projects and impacted the lives of more than **5 million people, including 2.4 million children.** We operate across various sectors, including **health and nutrition, protection, Water, Sanitation and Hygiene (WASH), education, and livelihoods**, reflecting our comprehensive approach to addressing the complex challenges of this crisis.

After the earthquake struck Syria and southern Turkey in 2023, World Vision was among the first leading organizations to respond, and provided essential and immediate support to people and children affected by the earthquake. Houses and roads are being restored, but the needs are still high.

1. **Methodology**

The designer will work for 2-4 days a week, depending on the length and complexity of the design project. The consultant will work remotely with support from WVSR comms and advocacy team. The designer will be required to be available for meetings to confirm what was done and ensure the delivery of the final products according to the agreed timeline.

The consultant must also comply with WV’s safeguarding policies and ensure the design elements are not victimizing beneficiaries.

1. **Deliverables**

**WVSR usually expects the following:**

* Provide a fully designed product without any typos, errors, and in line with WV branding guidelines.
* High quality designs with images.
* Provide needed edits based on the team feedback.

1. **Consultancy period**

The consultant must be available from June 2025 onwards.

1. **Competencies**
* Demonstrable experience producing high quality design reports made for the purposes of communicating vulnerable families’ perspective. The applicant must be able to submit a portfolio for review.
* Experience in conducting work in a culturally sensitive and ethical manner.
* Previous strong experience working with other aid agencies, including local organisations.
* Excellent design skills, including maps.
* Proficiency with photo editing software such as illustrator, Adobe Photoshop, InDesign and other tools.
* Attention to detail and deadline-oriented.
* Ability to design under short timelines.

1. **Application process**

Interested candidates should submit a proposal, including a breakdown of costs per type of product to be designed / page for report with samples of work.