

MRC-AD/MIS/2024/180

### Terms of Reference- Design Consultant - MRC Partnership Week 2025

Type of Contract	Individual / Company
Type of consultancy	National
Duration	01 Month

### Background

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization, established by the Maldivian Red Crescent Law [Law 7/2009]. Its primary objective is to provide humanitarian aid, prevent and alleviate human suffering. MRC is established as an auxiliary to the government in delivering humanitarian assistance. It is the 187th member of the world's largest humanitarian movement — the International Red Cross and Red Crescent Movement – which every year helps millions of people whose lives have been devastated by crises or conflict, as well as work toward building community resilience. The Maldivian Red Crescent aims to be the nation's leading humanitarian organization, with Units spanned all over the Maldives. It recruits members and volunteers, implements Programmes, and delivers services in adherence to the Fundamental Principles of the International Red Cross and Red Crescent Movement, making no discrimination as to nationality, race, sex, religious beliefs, language, class, or political opinions.

MRC Partnership Week 2025 is a flagship week-long event featuring both physical and digital engagements, bringing together partners to strengthen collaboration and showcase MRC's humanitarian impact, explore new partnership opportunities, and mobilize support towards building community resilience.

MRC is seeking a design Consultant to develop the conceptual design, layout, and creation of visual assets for the event, producing engaging, high-quality graphics that align with MRC's branding and event themes.

### Scope of Assignment

The objective of this consultancy is the development conceptual design, layouts, and visual assets for MRC's Partnership week 2025 event, creating engaging, high-quality graphics that align with MRC's branding and event themes. This includes developing assets for both digital and print use based on content provided by MRC and supporting the design of event installations that visually communicate MRC's humanitarian impact at the events.

### Deliverables

The consultant hired is expected to deliver the following: -

#	Deliverables	Details
1	Development of Conceptual design for event and project timeline	Delivery of conceptual design in alignment with MRC's Brand guideline, event requirements as well as delivery timeline.
2	Development of visual assets for MRC Partnership Week 2025 (digital and print ready files)	<ul style="list-style-type: none"> <li>Branding of Partnership Week 2025 in alignment with MRC's brand guidelines and event themes.</li> <li>Creation of visual assets for both digital and print use, based on Partnership Week themes and content provided by MRC. Includes development reusable Canva template files as required by MRC.</li> <li>Designing event installations (print ready files) to visually showcase MRC's humanitarian impact based on content provided by MRC.</li> </ul>

## Reporting Line

The consultant will report to the Manager, Programmes & Services.

## Qualifications & Experience

The consultant is expected to possess the following qualifications and expertise.

- 1- Minimum of 3+ years' work experience in graphic and layout designing/publication production
- 2- Excellent knowledge of layout and design in English.
- 3- Proven ability to deliver high quality results under tight deadlines.
- 4- Previous work with MRC is highly desirable.
- 5- Feasibility of technical and financial proposal

## Fees & Payments

The consultant will be paid based on the completion of all deliverables specified in the terms of reference  
Consultant to receive MVR 35,000 – 45,000.

## Code of Conduct

During the term of consultancy: -

- Actively work towards the achievement of the MRC's goals and objectives.
- The MRC Code of Conduct must be signed and thoroughly followed by the consultant.
- Abide by and work in accordance with the Red Cross and Red Crescent 7 Fundamental Principles.

## Evaluation criteria

The consultant will be selected based on the following criteria.

Details	Maximum Points
Portfolio & Experience	60
Financial Proposal	40
<b>Total</b>	<b>100</b>

## Submission requirements

All interested should email their expression of interest to [vacancies@redcrescent.org.mv](mailto:vacancies@redcrescent.org.mv) before 4.00 pm, 15<sup>th</sup> August 2025, along with the following documentation:

- Expression of Interest (EOI)
- Detailed Curriculum Vitae / Company Profile [including Team Members]
- Portfolio/examples of similar assignments undertaken.
- Financial Proposal for the Project
- Copy of National ID card / Company registration (as applicable)