

**MRC-AD/MIS/2026/007**

**Design Consultant for the development of IEC materials on Heart Health and Wellbeing**

|                                |                               |
|--------------------------------|-------------------------------|
| <b>Type of Contract</b>        | Individual / Firm             |
| <b>Type of consultancy</b>     | National                      |
| <b>Duration</b>                | 4 months                      |
| <b>Remuneration</b>            | MVR 25,000                    |
| <b>Estimated Starting Date</b> | 25 <sup>th</sup> January 2026 |

**Background**

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization established through the Maldivian Red Crescent Law (Law 7/2009). MRC’s primary objective is to provide humanitarian aid and prevent and alleviate human suffering. 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. The Maldivian Red Crescent aims to be the nation’s leading humanitarian organization, with Units spanned all over Maldives.

MRC in partnership with the Tiny Hearts of Maldives (THM), aims to carry out a project to implement a targeted campaign that promotes heart health, First Aid and overall wellbeing across communities in the Maldives. The initiative seeks to strengthen public awareness on heart health and Non-Communicable Disease (NCD) prevention while enhancing community first aid knowledge and related capacity-building efforts.

**Scope of Assignment**

MRC is seeking the services of a design consultant (individual or firm) to develop a series of Information, Education and Communication (IEC) materials as part of our campaign with THM to build community capacity and improve awareness on heart health and non-communicable diseases, as well as first aid literacy and capacity, particularly in relation to cardiac emergencies.

The consultant will be responsible for creating the visual layout, structure, and format of the IEC materials. The design consultant will be expected to:

- 1- Collaborate with MRC and THM team to determine the expected content and expectations regarding the visual presentation.
- 2- Develop clear and visually compelling themes and designs.
- 3- Ensure consistency in design aesthetics, and formatting throughout the development process in alignment with MRC's and THM's Brand Guideline.
- 4- Provide printing and online publishing digital files for all materials developed.
- 5- All materials will be developed in English and Dhivehi.

## Deliverables

| # | Deliverables  | Expected Fees and Payment  |
|---|---|--|
| 1 | <p>Design and develop Information Education Communication (IEC) materials on the prevention of cardiac emergencies, increasing awareness on heart health and healthy ageing, and First Aid awareness and CPR.</p> <p>This includes:</p> <ul style="list-style-type: none"> <li>• Development of campaign themes, color schemes and branding for the campaign</li> <li>• 08 IEC materials for digital and print media as needed (e.g. social media, websites, posters).</li> </ul> | <p>Consultant will be paid under the following timeline:</p> <ul style="list-style-type: none"> <li>• 50% payment to be paid with the handover of the final drafts of 05 IEC materials. Materials are to be developed for digital mediums in English and Dhivehi.</li> <li>• Remaining 50% of payment is to be paid with handover of final drafts and working files of all IEC materials and the Pocket Guide for digital and print mediums in English and Dhivehi.</li> </ul> |

|  |   |  |
|--|---|--|
|  | <ul style="list-style-type: none"> <li>01 Pocket Guide on First Aid and CPR for digital and print mediums.</li> </ul> |  |
|--|---|--|

### Reporting Line

The consultant will report to assigned Programme Coordinators from the MRC Programme and Services Department.

### Qualifications & Experience

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

- 1- Professional Qualification (certificate, diploma, degree) in graphic design or related field.
- 2- Minimum 2 years' experience undertaking similar work (Reference letters for the work carried out must be provided)
- 3- Ability to develop high quality work under minimum supervision (Links to previous work carried out to determine quality)
- 4- Proven ability to deliver high quality results under tight deadlines.
- 5- Previous work with MRC or NGO experience in a similar role is highly desirable.

### Fees & Payments

The consultant will be paid based on the completion of the deliverables specified above in the given schedule of payments.

### Evaluation Criteria

The consultant will be hired based on the following criteria:

| Details                                   |     |
|---|-----|
| Quality of work (portfolio)               | 40% |
| Professional Experience in related fields | 60% |
| Total                                     | 100 |

## Code of Conduct

During the term of consultancy, the MRC Code of Conduct must be signed and thoroughly followed by the consultant.

## Submission Requirements

All interested should email their expression of interest to [vacancies@redcrescent.org.mv](mailto:vacancies@redcrescent.org.mv) before **2PM on 19<sup>th</sup> January 2026**, along with the following documentation:

- Copy of National ID card / Business Registration
- Letter of Expression of Interest (EOI)
- Detailed Curriculum Vitae / Company Profile [including CV of Team Members] and letters of work experience (experience will be evaluated based on the documents submitted)
- Portfolio/examples of similar assignments that you have undertaken (to assess the quality of work)