

MRC-AD/MIS/2024/049

Designing of Information Education Communication (IEC) materials for the Project: Strengthening Urban Youth Climate and Resilience Program in South Asia

Type of Contract:	Local Consultancy
Duration:	2 Months

Background

The Maldivian Red Crescent is an independent, voluntary, humanitarian organization, established on the basis of the Maldivian Red Crescent Law [Law 7/2009]. Its primary objective is to provide humanitarian aid, and to 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. 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 – Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, and Universality – making no discrimination as to nationality, race, sex, religious beliefs, language, class or political opinions.

The Maldivian Red Crescent is seeking to hire a consultant to undertake the designing of Information Education Communication (IEC) materials and graphics for the Project: *Strengthening Urban Youth Climate and Resilience Programming in South Asia*. This exciting initiative tackles the most pressing climate challenges facing the Maldives. Maldivian Red Crescent’s sub-project exemplifies a youth-centered, community-driven approach to building climate resilience in urban South Asia.

Objective

The objective of this consultancy would be to design engaging and effective IEC materials and graphics (e.g., posters, infographics, social media graphics), for the Maldivian Red Crescent’s sub-project under Strengthening Urban Youth Climate and Resilience Programming in South Asia.

Deliverables of the Project

The Consultant required to provide the following design services, which shall include:

Task	Deliverable
Design and develop Information Education Communication (IEC) materials around Heat action awareness and outreach in an urban context focusing on risk of heat stress and impact.	<ul style="list-style-type: none"> 01 Infographic Poster around Heat Action and Stress. (Poster size dimension to be confirmed with selected consultants). 04 Information Education Communication (IEC) material for digital mediums (eg. Social media, websites) around key thematic areas and messages. [English, Dhivehi and 01 more language as identified] The selected consultant will be provided with design brief and relevant key messages and content.

<p>Design Information Education Communication (IEC) materials on Climate and health literacy and education.</p>	<ul style="list-style-type: none"> • 03 Information Education Communication (IEC) material for digital mediums (eg. social media, websites) mediums around key thematic areas and messages. [English, Dhivehi and 01 more language as identified] • 01 Short Animation Video (30 – 60 seconds) around key thematic areas around climate and health with subtitles in multiple languages. • The selected consultant will be provided with a design brief and relevant key messages and content.
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Reporting Line

The consultant will report to and work in regular coordination with Programme Officer – Disaster and Climate Action.

Experience

- At least 2 years of experience working on similar projects.
- Relevant experience in the field
- Previous work with MRC or NGO experience in a similar role is highly desirable.
- Quality of past work.
- Feasibility and quality of technical proposal.
- Feasibility of financial proposal

Deadline for completion

Deliverable 1 – Within 2-3 weeks of signing contract.

Deliverable 2 – Within 6 weeks of signing contract.

Fees and payments

Payment 1 – Upon delivery of Deliverable 1 - MVR 10,000

Payment 2 – Upon delivery of Deliverable 2 - MVR 10,000

Code of Conduct

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

Application

Applications must contain:

- Cover Letter
 - Curriculum Vitae (if an individual)/ profile (if a company)
- At-least three Samples of past work / portfolios
Recommendation letters

Application submission, with all required documents, to be made by **03rd February 2024, Monday, 14:00 hrs** to: vacancies@redcrescent.org.mv