GROUP DEVELOPMENT PAKISTAN

TERMS OF REFERENCE
IEC Materials Consultancy
Vacancy Code: IEC-GDP-01

Location: Remote

1. Organisational Context

Group Development Pakistan (GDP) is a leading non-governmental organization dedicated to promoting and protecting child rights in Pakistan since 2012. To create sustainable social change, GDP engages in child, cultural & gender-sensitive, eco-friendly, creative, participatory, and evidence-based initiatives such as legal and policy reform, stakeholder engagement, technical support, capacity-building, research, and service delivery.

On the occasion of this year's 16 Days of Activism Against Violence Against Women and Girls (VAWG), we are launching a campaign focused on addressing the issues surrounding child marriage, which will continue through the next year. Despite legal restrictions, child marriage remains a prevalent issue, impacting the health, education, and well-being of young girls. The campaign aims to raise awareness of the harmful consequences of child marriage and encourages communities to value delaying marriage until adulthood.

2. Role Summary

We are seeking an experienced Graphic Designer to create 10 Information, Education, and Communication (IEC) posters to disseminate across multiple channels. These posters will be produced in Urdu, Sindhi, Punjabi, Siraiki, and Pashto to ensure accessibility for diverse audiences. Three posters should be created by November 30, 2024, with the remaining seven expected in the first quarter of the next year.

3. Key Duties and Responsibilities

Quantity: Create a total of ten visually compelling posters that align with the campaign's theme.
Languages: Each poster should be designed in Urdu, Sindhi, Punjabi, Siraiki, and Pashto.
Content: Posters should highlight the risks of child marriage, include a community call-to-action, and incorporate key statistics or facts resonating with local values and the 16 Days of Activism theme.
Format: Posters should be provided in digital (JPEG and PDF) and high-resolution print format (minimum A3 size).

Key Deliverables:

Draft Designs: Initial poster designs for review.
Final Designs: Approved posters in all specified languages and formats.

Duration and Timeline:

The IEC materials consultancy is divided into two phases:

Phase 1: Three posters for the first phase (should be developed before November 30,2024).
Phase 2: Seven posters for the second phase (2025).

4. QUALIFICATIONS AND SKILLS

- Proven experience in graphic design, particularly for social or advocacy campaigns.
- Strong portfolio showcasing multilingual and culturally relevant design projects.
- Proficiency in graphic design software (e.g., Adobe Creative Suite).
- Familiarity with child rights and gender-based violence is an asset.

5. Application Process?

Interested candidates are invited to submit:
- A proposal outlining their approach to the project, including a timeline and budget.
- A Portfolio with 5 previously developed IEC materials, including at least 3 on social issues and 2 of any other nature.
- Resume or company profile, if applicable.

Interested candidates should apply by visiting this link:
https://forms.office.com/Pages/ResponsePage.aspx?id=CLzNBdTMskKA28ymmi-kBTTmBU6yLAhInb3wENuX3m9UOUVSNzNHVTVPVEpFRFBSQk1XN1g0MUE1SC4u
or scan the attached QR code.
Applications must be submitted via the Microsoft forms by November 13, 2024, along with your CV and detailed proposal on the provided email at the end of the form. Due to the urgency, proposals are checked on a rolling basis.

IEC Material