

## Call for Consultants

We are seeking dedicated, dynamic, self-motivated, result-oriented and experienced consultants for the following post.

Post: **Consultant to Develop Information and Communication Material for the Dengue Programme**

Required: **01**

The Maldivian Red Crescent (MRC) is an independent, voluntary, humanitarian organization, formed by virtue of the “Dhivehi Red Crescent Qaanoon” (Maldivian Red Crescent Law), Law no. 7/2009 with the primary objective is to provide humanitarian aid, prevent and alleviate human suffering. Maldivian Red Crescent is mandated by law to be an auxiliary to the public authorities in humanitarian efforts, and 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 the largest humanitarian organization in Maldives with over 2000 volunteers in 10 branches and 20 units spanning across the country delivering 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.

With the adoption of the new Strategic Plan 2016 – 2019 (Annex 1), Maldivian Red Crescent (MRC) is looking into working towards long term programming that can be delivered in a service oriented manner, which fulfils community needs. The main strategic areas include Disaster Management, Health and Wellbeing and Youth Empowerment. Subsequently, through mapping exercises and stakeholder consultations, social inclusion has been identified as a key area of involvement.

To prevent non communicable diseases, more specifically, Influenza H1N1, Dengue, Chikungunya and TB, Maldivian

Red Crescent has signed an agreement with WHO to develop IEC material and conduct volunteer mobilization to achieve the following objectives:

- Eliminating breeding sites of mosquitoes through volunteer mobilization
- Information dissemination on preventive measures on influenza and vector borne diseases such as dengue to general public and migrant workers living across the nation.
- Translation of TB awareness materials prepared by Health Protection Agency (HPA) in collaboration with WHO

### **Purpose**

In order to facilitate implementation of some of the objectives mentioned above, MRC is planning to hire a consultant to undertake the following activities:

- Layout and design of communication material (posters, brochures) in 7 languages for printing and electronic use
- Development of infographics, social media posts
- Formulate and support MRC to implement creative ways of communicating key messages to the public
- Deliver graphic and technical solutions for use of new media
- Develop a thirty seconds video clip, and replicate the clip in multiple languages

**Reporting to the Head of Programs and Services, the translators key tasks will be:**

1. 1 brochure to be designed and replicate brochure into 7 different languages
2. 1 poster to be designed and replicate the poster into 7 different languages
3. 15 Social Media Posts
4. One thirty second video to be developed and replicated the video into 7 different languages

**Target Profile and Skills:**

- Strong theoretical and practical background in graphic design, the use of Adobe Photoshop and developing video content
- Creative thinking and show a clear and mature style of designing
- Proven experience of graphic production with knowledge of printing processes and colour management
- Working in the production of similar material in the past would be an added advantage

Interested candidates can email [info@redcrescent.org.mv](mailto:info@redcrescent.org.mv) for a detailed job description. This application is open for individuals and companies.

Proposals quoting the price with possible breakdown on the expression of interest, ID, list of references, CV/Company profile including copy of sample design work conducted in the past should be submitted addressed to **Aishath Noora Mohamed, Secretary General of MRC, 1st Floor, M. Orchid Vaadhee, Fareedhee Magu, Male'** or email to: [info@redcrescent.org.mv](mailto:info@redcrescent.org.mv)

**The deadline for application is 12:00 PM on 25<sup>th</sup> May 2017. Only short listed parties will be contacted.**