

**Consultancy Service – Developing MRC visibility materials**

<b>Type of Contract:</b>	Local Consultancy
<b>Duration:</b>	2 Months

**Background**

The Maldivian Red Crescent (MRC) 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, 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 branches and units spanned all over Maldives. To date it has established 10 branches and 20 units spanning 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.

As an organization MRC is in a unique position to build meaningful relationships and to promote our Fundamental Principles and humanitarian values. MRC regularly engages with the public and communicates critical information to reach as many people as possible through different channels and mediums to improve the lives of those who are vulnerable. In accordance with our values and fundamental principles, MRC would like to enhance its visibility, strengthen its brand, increase visibility, and manage its standing in the community to further our humanitarian objectives. To achieve this objective, MRC is looking for a branding consultant to develop a brand guideline, design and develop visibility, and communication materials which aligns with MRC’s communication strategy and the Red Cross Red Crescent branding initiative.

**Objective**

The over all objective of the consultancy is to provide support to MRC in developing a brand guideline for the national society, design and develop MRC’s visibility and communication materials aligning with MRC’s communication strategy and the Red Cross Red Crescent branding initiative. The mode of work can be remote and set deliverables for each month can be discussed and agreed upon.

**Key tasks and deliverables**

The consultancy will include the following key deliverables:

- 1- In consultation with MRC, carry out a brand audit and analyze brand strengths, challenges, strategic solutions, and ambitions of the national society.
- 2- In consultant with MRC, develop a brand identity guideline, in accordance with the brand audit, any additional written content provided by MRC and existing visual identity guideline at MRC.

The consultant must develop the guideline: -

- In alignment with MRCS’s existing communication strategy

- Incorporate, relevant components of the Red Cross Red Crescent Movement branding initiative.
  - Define the usage of MRC logos, emblems in visual materials produce within the national society, and its usage in print and online communication.
- 3- Using the gaps identified in the brand audit, develop and design relevant branding and visibility items based on the visual materials identified through a consultative process with MRC, and any additional content provided by MRC

Items Including but not limited to: -

- Banner designs for MRC HQ/Units.
  - Banner designs of the 7 Fundamentals Principle
  - MRC Training and Service Menus (First Aid and Psychological First Aid, Patient Transport)
  - Develop thematic artwork for programmatic activities
  - Develop thematic artwork for merchandise
  - Staff, Volunteer and Member ID Cards and lanyards
  - Staff and Volunteer T-shirt designs
  - MRC Introduction Booklet – English/Dhivehi
  - Presentation Template
  - Business Cards and business folders
  - Flyers and posters for promotional activities
  - Newsletter template
  - Certificate Designs (training, participation)
  - Volunteer Recognition Materials
  - GIF/Sticker Packs (to promote humanitarian values)
  - Internal Document Formatting (layouts, report designs, letterheads, invoices etc.)
- 4- The consultant is expected to provide raw, softcopies of any artwork designs developed upon the completion of the project.
- 5- Copyright of concept and all original artwork/design shall become the property of MRC upon delivery of the product to be used at seen fit by MRC.
- 6- The consultant must ensure the timely delivery of the deliverables and ensure high quality and originality of the concept and design.

### **Reporting Line**

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The consultant will report to Manger – Programmes and Services and the Programme Coordinator, working closely with the Programme Officer Communications and Advocacy.

### **Academic Qualification**

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University Degree or equivalent in Marketing, Graphics Designing, Mass Communications or related field (if an individual).

### **Experience**

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- At least 3 years of experience working in similar projects
- Demonstrated experience in maintaining social media accounts, especially Facebook, Instagram, and Twitter, as well as experience with new media executions, preferably with a development organization; knowledge and understanding of local and global digital landscape and trends

- Ability to integrate PR/communication initiatives with social media
- Experience developing compelling content to generate response from audiences online
- Experience in reporting on qualitative and quantitative analytics
- Ability to take quality photographs and basic photo editing skills
- Previous work with MRC or NGO experience in a similar role is highly desirable

### **Evaluation of quotations**

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Quotations will be evaluated based on value for money and the most technically compliant offer.

### **Fees and payments**

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Prices quoted for the work will be a lump sum to be paid upon completion of consultancy.

### **Code of Conduct**

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

### **Application**

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1. Cover Letter
2. Application must include a CV (if an individual)/ profile (if a company)
3. Financial quotation: must be inclusive of all taxes and costs that are required for the production.
4. At-least three Samples of past work / portfolios
5. Recommendation letters

Application submission, with all required documents, to be made by **11<sup>th</sup> October 2021, Monday, 14:00 pm** to: [info@redcrescent.org.mv](mailto:info@redcrescent.org.mv)