GENERAL INFORMATION

Title of Consultancy: Graphic and web designer for a campaign in collaboration with Land Rights Now
Application Closing Date: 23 June, 2024
Consultancy Start and End Date: 27 June-17 July
Location of Consultancy: Remote

BACKGROUND

Transparency International (TI) is seeking a skilled and creative graphic designer to design the visual content of our next campaign planned and implemented in collaboration with Land Rights Now. TI is the global civil society organisation leading the fight against corruption. Through more than 100 chapters worldwide and an international secretariat in Berlin, Germany, TI raises awareness of the damaging effects of corruption and works with partners in government, business, and civil society to develop and implement effective measures to tackle it. Land Rights Now, of which TI is a co-convenor, is an international alliance campaign that aims to secure Indigenous and community land rights everywhere (more info on www.landrightsnow.org).

As an international call to action, Land Rights Now aim to raise awareness and solidarity, strengthen and connect movements, and mobilise support through meaningful action and people-centred advocacy strategies. By engaging active citizens, media, communities and organisations worldwide, the campaign strives to promote and secure the land rights of Indigenous Peoples and local communities. Land Rights Now is committed to achieving justice, recognition and visibility for these vital efforts.

Land Rights Now has an upcoming global campaign in Cameroon, hosted by Transparency International Cameroon supporting Indigenous Peoples and local communities to secure their land rights in the face of expropriation and abuse. We are looking for an experienced graphic designer to develop the visual identity of this campaign.

EXPECTED DELIVERABLES AND TIMELINE

The expected deliverables are set out below:

- **Visual identity**: Develop the campaign visual identity according to the briefing provided at the beginning of the consultancy
- **The visual identity should be accompanied by the following products**:
  - 5-7 pieces of content for social media platforms (Instagram, Stories, Twitter) - static images, carousel and short videos
  - 3-4 illustrated images for inclusion in a campaign report
  - 1 short campaign video (case context and call to action) using a collage of photos/images or video clips
  - 1 Banner for MailChimp
  - Campaign landing page on Land Rights Now website (WordPress)

  *All deliverables will need to be available in both French and English (and potentially one other language)*

The timeline is as follows:

Approximate dates: From 27 June to 17 July

Proposed timeline
- Start of the consultancy: 27 June
- The first proposal for visual identity: by 2 July
- Feedback and adjustments: by 4 July
• Content production and landing page proposal: 9 July
• The final version of content: 11 July

SELECTION CRITERIA

The Consultant should have the following qualifications:

• Proved experience as a graphic and web designer
• Proved experience with illustrations
• Experience working on communication campaigns with civil society organisations
• Creative and communication skills to define a visual identity together with the Land Rights Now team

REMUNERATION AND COSTS

The consultant should provide their estimated total fee as a lump sum or as standard daily or hourly rates as gross inclusive of taxes and other charges, as well as the number of estimated days to complete the consultancy.

For candidates based in the EU, EEA, UK, and Switzerland

Transparency International e.V. is registered as a Business Entity in Germany with VAT identification number DE273612486. EU reverse charge applies. Service providers should issue invoices with zero VAT.

Candidates who are based in Germany and do not charge German VAT must confirm their small entrepreneur status.

How to apply

Applications should be sent in English by e-mail to the TI-S Land team at landcorruptiontender@transparency.org by close of business of 23 June 2024. Please indicate “Graphic and web designer - campaign” in the subject line of your email application.

The application should include the following documents in English, saved in one PDF:

• A short letter describing motivation, qualifications and availability for the assignment
• A portfolio of your work
• A cost estimate of the above-mentioned services and outputs in euros
• Curriculum vitae of key personnel involved in undertaking the assignment
• References from two previous consultancy clients whom TI could contact

Please note that only shortlisted applicants will be contacted and that it is unfortunately not possible to provide individual feedback on applications.

Please note that, as part of the selection process, we will share the applications of shortlisted applicants with the other co-convenors on Land Rights Now, as well as the Land Rights Now coordinator, pending the consent of the applicant.

The Transparency International Secretariat is committed to creating an inclusive work environment where diversity is valued and where there is equality of opportunity. We actively seek a diverse applicant pool and therefore welcome applications from qualified candidates of all regions, countries, cultures, and backgrounds.

Selection of candidates is made on a competitive basis, and we do not discriminate on the basis of national origin, race, colour or ethnic background, religious belief, sex, gender identity and expression or sexual orientation, marital or family status, age or ability. We kindly ask applicants to refrain from including in their application information relating to the above as well as from attaching photos.
DATA PROTECTION

When you respond to this tender and submit your application, you provide consent that Transparency International e. V. keeps your application materials for the period of ten years according to German legal requirements. Afterwards Transparency International will delete your application and any personal data included in it. If you have any questions, please reach out to dataprotection@transparency.org

GUIDELINES FOR HANDLING OVERHEAD AND TRAVEL EXPENSES

Overhead

Regular overhead expenses associated with the Consultants maintaining their place of business, such as rent, telephone, utilities or stationery, are included in the Consultant’s professional fee, except where explicitly agreed otherwise in the contract.

Travel

Travel and accommodation expenses will as far as possible, and where applicable, be recovered from the institutions and companies hosting events or using the outputs provided by the Consultant.

Where such cost recovery is not possible, all travel is subject to prior approval by TI-S staff responsible for the financial management of the Project or TI Budget Line that will support the costs of travel. TI shall not issue travel advances to the Consultants. For accommodation or travel by air, rail or coach, they will instead have to contact TI-S that will make travel arrangements on the Consultant’s behalf.

All travel booked by TI-S will include travel health and accident insurance with worldwide coverage and Economy class only; accommodation will aim to achieve best value for money up to a 4-star category.

Consultants shall be entitled to invoice TI-S only for local transportation and visa cost (if applicable).

Subsistence allowance (per diems) and expenses for individual meals cannot be claimed. These are part of the Consultant’s business expenses.