



## CALL FOR CONSULTANTS

Options Consultancy, is calling for Communication Consultants in the following areas:

- 1) Graphic Designers
- 2) Digital/multimedia Typesetters
- 3) Copy Editors

### **TERMS OF REFERENCE – Creative Designer**

<b>Consultancy Title</b>	Creative Designer
<b>Department</b>	Department of Design and Innovation: Communications Team
<b>Reporting to</b>	Julia Hanne, Communications & Marketing Manager
<b>Liaison with</b>	Options Global Team and any relevant Programmes Team
<b>Location of Assignment</b>	Virtual / remote
<b>Timeframe</b>	Work will be agreed per assignment/task with the Consultant and may range from a few hours, half day/day assignment through to short term (e.g. several days). The work is task and draw down dependent.
<b>Eligibility</b>	Applications are particularly encouraged from individuals based in countries where Options works (globally) and will be via a Consultancy Contract.
<b>Skills and Experience</b>	See Appendices A for relevant skill sets we are seeking
<b>About Options:</b>	
<p>Options Consultancy Services Limited (hereon referred to as Options) is a leading global health consultancy established in 1992 as a wholly owned subsidiary of MSI Reproductive Choices. We manage health programmes that ensure vulnerable women and children can access the high-quality health services they need. We work with partners to co-create and implement locally informed solutions to complex health problems. Our partners include governments, NGOs, civil society, health workers and the media. Our programming is flexible, evidence-based and politically informed, meaning we adapt to changing contexts, use data to inform our decisions and ensure our approach is contextually appropriate. Our focus is always on building local skills and systems that last.</p> <p>Options' communications team coordinates the company's global communications and marketing function, seeking to raise the company's profile with priority clients and partners. The Communications Team manages the Options' website and social media channels, and proactively seeks opportunities to promote the company's results, learning and offering with external audiences. Our London-based Manager links with globally located communications staff who work on individual Options' programmes, promoting quality assurance and alignment with Options' brand identity. The team seeks to build capacity of others to engage in telling the Options' story, raising awareness of our impact.</p>	
<b>Background to the assignment:</b>	

Over recent years, the demand for design and communications support across Options' programmes or organisation wide has increased dramatically. Clients increasingly prefer contract deliverables to be produced in short, dynamic, and visually appealing formats, and Options' staff are increasingly seeking to share their expertise with external audiences. Options' current communications and design team is not large enough to respond to this growing external and internal demand for creative design, typesetting, and copy editing of priority products.

Options' current needs for this support ebb and flow. We are therefore seeking to build a reliable pool of trusted consultants that can be engaged on a call down basis. Once draw-down contracts are in place, consultants will be engaged through work orders for individual assignments, all in adherence with Options' brand language, tone, and visual identify. Greater task-specific guidance as well as agreed days/deliverables will be provided via these work orders.

**Work delivery:** All work is to be delivered virtually, and discussed using email, Teams, or similar software if necessary. Consultants are expected to have and manage their own hardware and software necessary to complete the various tasks.

All Communications Consultants will work closely with Options' Marketing and Communications Manager and Senior Designer, in addition with Programme Teams (where required).

### **Scope of work:**

Options is seeking a pool of proactive and trusted consultants to work on a draw down basis over the course of one year. We are sourcing consultants to provide expertise in the following three areas:

- 1) Graphic Designers
- 2) Digital/multimedia typesetters
- 3) Copy Editors

This Terms of Reference is in regards to the Creative Designer position.

### **Creative designer drief:**

The (visual/graphic) creative designer will be responsible for designing and producing high quality products and materials, for both digital and print, and coming up with new design ideas for our existing templates, logos, formats and icons. The publications and designs will be in line with the Options (or programme specific) brand guidelines and with the ambition to raise our profile as a global health innovators.

They will provide design expertise and advise to programmes and teams across Options. They will be able to translate complex and detailed data into engaging and easy-to-understand visuals/infographics that are tailored to a variety of audiences.

### **Main duties may include (although not limited to):**

- Develop new design ideas for our marketing/technical products and templates, based on design briefs, working closely with the relevant Work Order Manager/Project Lead
- Ensure brand consistency and provide quality assurance for external-facing products (print and digital), developed by teams across Options and Programme Teams
- Provide design expertise and knowledge for the development of new communications tools and products (digital and print)
- Create concepts for and design high quality visuals and infographics to communicate complex thinking and technical ideas (infographics)
- Design logos, if required

- Lay out text/publications/marketing materials in preparation for printing or publishing
- Format, style and arrange text and illustrations for publications
- Select fonts and ensure readability of final product
- Redraw diagrams, icons, visuals, graphics, figures, charts and tables in line with the Options brand guidelines (or programme specific guidelines)
- Where required, create specific programme templates for teams to use (e.g. PowerPoints, posters, reports)

#### **Timeframe and deliverables:**

As outlined above, this is a Call for Consultants and as such the contractual model is a draw-down contract, whereby each specified assignment will be communicated to the consultant through a separate Work Order.

Both parties will discuss and agree on the details for each assignment, including the necessary timeframes and deadlines. This will be defined in writing via a Work Order. Where appropriate, relevant assignments will be guided by both the Communications and Marketing Manager, as well as a Work Order Manager/Project Lead who hold the unique knowledge of the assignment.

At the time of initial contracting (the overarching draw down), a daily/hourly rate will be agreed to which will be applied during the future potential draw downs on specific assignments/Work Orders. Work is not guaranteed for each consultant.

#### **Reporting**

The consultant will report to Julia Hanne, Communications & Marketing Manager, and may report to another relevant Options personnel (Work Order Manager/Project Lead), as appropriate.

## **Appendix A - Person specification: Creative Designer**

### **Qualifications:**

- Professional qualification or degree in a relevant subject (e.g. Graphic Design, Visual Design)
- Or comparable and relevant experience

### **Experience:**

- 4+ years of design experience
- Experience in laying out publications, brochures and marketing material
- Experience translating complex data into easy to understand and engaging visuals
- Experience developing brand assets and logos
- Web design/HTML/CSS design experience
- Experience in creating templates and logos from scratch, and in laying out publications

### **Skills and attributes:**

- Strong administration and organisational skills including good time management
- Excellent Adobe Suite design skills
- Sound interpersonal skills
- Strong attention to detail and initiative orientated
- Strong creative flair offering ideas and inspiration
- Ability to manage own workload and flexible to adapt to changing demands

### **Other requirements:**

- Pro-choice
- Commitment to equal opportunities
- A commitment to the programme's and Options' principles of Safeguarding, Do No Harm, and to comprehensive sexual and reproductive health and rights for all
- Fluency in written and spoken English