



Terms of Reference for Graphics/Social Media Designer

Position title: Graphics/Social Media Designer

Under the overall supervision and guidance of the Grants Reporting and Communication Manager, the service provider will directly work with the Communications Officer of IMC.

Department: Grants Reporting and Communication

Grant: BHA22

Duration needed: Start date: 20/11/2022
extension depending on available funding)

End date: 30/04/2022 (with the potential for

Location: Gaza Strip

Scope of Work/Deliverable:

Graphics/Social Media Designer is expected to deliver quality designs but also facilitate the communications department to develop concepts and execute different campaigns related to print, social and electronic media. The assignments will be completed in line with IMC's and donors branding requirements and within specified deadlines.

- To design and develop print, electronic, and social media (Facebook, Twitter, etc.) campaign materials and presenting finalized ideas and concepts.
- Deliver creative and innovative ideas for print, electronic, web-based and Design and layout of reports and other products as per the IMC guidelines.
- Improve and edit artwork, photos, charts, videos, and other graphic elements.
- Layout and design information and communication materials (t-shirts, banners, posters, booklets, leaflets, newsletters, FAQs, bulletins, flyers, brochures)
- Create different illustrative materials such as animation, presentations, and design of different IMC packaging in line with IMC branding guidelines.
- Work with the communication department to build a strong social media presence including capacity building.
- Developing and sharing new concepts based on International Medical Corps goals and current social media trends.
- Growing IMC social media channels and providing weekly and monthly analysis reports on our social media coverage and penetration.



Deliverables

<u>Item</u>	<u>Quantity</u>
<u>Electronic, and social media Designs</u> electronic, and social media (Facebook, Twitter, etc.) campaign materials and presenting finalized ideas and concepts	<u>To be determined upon request from the user departments</u>
<u>Designs for print of different communication materials.</u> These shall include. illustrative materials such as animation, and design of different IMC packaging print, electronic, web-based and Design and layout of reports and other products such as t-shirts, banners, posters, booklets, leaflets, newsletters, FAQs, bulletins, flyers, brochures	<u>To be determined upon request from the user departments</u>
<u>Photo/video Edition</u> edited artwork, photos, charts, videos, and other graphic elements.	<u>To be determined upon request from the user departments</u>
Social Media Weekly and monthly Reports	<u>36 weekly reports and 6 monthly reports until April 30th.</u>

Qualifications and Experiences.

- University degree (bachelor's or equivalent) in Design, Branding or another related field.
- A minimum of three years of work-related experience in graphic design with proven knowledge of graphic layout and design across multiple media channels.
- Demonstrated experience in the use of one (1) or more standard design software (Illustrator, Photoshop, InDesign, etc.).
- Conversant with design software (Photoshop, Illustrator, InDesign, Premiere Pro, WordPress, etc.);
- Intermediate to advanced MS Office skills, particularly Microsoft Word, PowerPoint, and Publisher; Demonstrated experience in visual messaging and informational graphics.
- Excellent verbal and written communication skills in English and Arabic.
- A creative mindset and the ability to work well under pressure, completing tasks, and handling tight deadlines.
- Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and color management.
- Good understanding of new and evolving technologies and digital platforms.
- Proven experience in working with International Medical Corps is a plus

Evaluation criteria

Your Offer must include and will be evaluated based on the following criteria:

Standard	Max Degree
1. Technical evaluation	
• Graphic/social media designing experience (3 years of experience eligible for max degree)	15
• Portfolio.	15
4 Samples work for social media designs	20
4 Samples work for printed designs	20
2. Financial evaluation	30
Total	100

The financial offer

No.	Description	Unit of Measurement	Unit Cost in USD
1	Electronic, and social media Designs	Per design	
2	Designs for print	Per communication product i.e	
3	Designs for print of different communication materials.	Per product designed or animated including Electronic web-based and Design and layout of reports and other products such as t-shirts, banners, posters, booklets, leaflets, newsletters, FAQs, bulletins, flyers, brochures	
4	Photo Edition	Per professional and thematic sectoral images i.e. in Health, protection and DRR edited.	
5	Video Edition- videography, video editing, scripting,	Per agreed video clip or Voiceover produced.	



	Voiceover, audio editing and animation.		
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*** The technical proposal will be passed to the financial evaluation if it passes the minimum rate (50 out of 70)**

All prices should be in US Dollar (USD) and are rounded off to two figures after the decimal point.

All to ensure payment of taxes the consultant will bring a certificate for deduction from source, failing to do so, a percentage (according to the applicable Palestinian law) from the total payment will be deducted and paid directly to tax authorities by IMC.

The payment will be based on the approved delivered services.

Required documents need to be submitted:

- 1- Copy of ID.
- 2- Consultant CV and Portfolio.
- 3- 4 Samples work for social media.
- 4- 4 Samples work for printed designs.
- 5- Signed TOR (Terms of Reference for Graphics/Social Media Designer)
- 6- Signed Financial officer according to the Attached table.

The offers should be submitted by e-mail to gazarecruitment@InternationalMedicalCorps.org by the closing date and time stated above.

Submission Instructions:

- 1- The Closing Date and Time for this Offer is November 12, 2022, 12:00 AM – Local Time
- 2- The offers should be submitted by e-mail to gazarecruitment@InternationalMedicalCorps.org by the closing date and time stated above.
- 3- For any inquires. Please contact by email to aalakhsham@internationalmedicalcorps.org