



## Terms of Reference Graphic Designer

### 1. Background

Voice<sup>1</sup> is an innovative grant facility that supports rightsholders and groups facing marginalisation or discrimination in their efforts to exert influence in accessing productive and social services and political participation. Voice operates in a context where civic space and power is shifting at a fast pace, and often closing rather than opening. Where the narrative is negative and underlining marginalisation and vulnerability, rather than the dreams and successful steps made towards a better, more inclusive world.

Voice works with the following rightsholder groups:

- 1) People with disabilities;
- 2) Lesbian, gay, bisexual, transgender and intersex (LGBTI) people;
- 3) Women facing exploitation, abuse and/or violence;
- 4) Age-discriminated vulnerable groups, notably the young and elderly;
- 5) Indigenous groups and ethnic minorities.

Voice envisions contributing to ensuring that citizens facing marginalisation and discrimination are empowered to express their views and demand their rights for responsive and inclusive decision making, policy making and policy implementation with transparent and accountable development processes.

As we embark on the extension phase (2021-2024). It is a time our amplification efforts will take full shape with a strong Voice identity. Finally, it is +5 years since the adoption of the Sustainable Development Goals including the *Leave No One Behind* agenda – a great moment for reflection as Voice.

### 2. Overall purpose of this assignment

We are looking for a graphic designer or a graphic design company based in **one of the Voice focus countries** that will bring to life some of the Voice outputs in a timely and creative manner. The graphic designer under the supervision of the Communications Hub will produce outputs that will resonate with our programme stakeholders and adhere to our branding guidelines. Additionally, the graphic designer will support Voice to understand the current contexts and where we wish to go - our vision, that is to be able to 'see' and comprehend the challenges we face by using hope-based narratives to better understand the 'bigger picture', as it often helps to actually draw it.

### 3. Terms of reference

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<sup>1</sup> An initiative from the Netherlands Ministry of Foreign Affairs, Voice is a partnership between Oxfam Novib and Hivos. For more information please visit [www.voice.global](http://www.voice.global)



The graphic designer will work with the Voice Communications Hub on design tasks including but not limited to:

- Design of simple, yet comprehensive and creative posters of Call for Proposals, Linking and Learning strategy,
- Development of templates for social media communications including, photo of the day commemoration of international days, mast heads for Twitter and Facebook, Tweet chats etc
- Development of branding materials for the Voice podcast based on existing visual identity standards.

#### 4. Key principles and instruments

*'Diversity is being invited to the party, inclusion is being asked to dance' - Verna Meyers*

As rights-based organisations, both Oxfam Novib and Hivos already have strong value statements. Voice is further guided by the key principles listed below in its planning and implementation. All applicants are expected to be familiar with, adhere to, and follow these same principles throughout the contract period.

##### 4.1 Rightsholders

Voice recognises the role society plays in marginalisation and discrimination and supports ownership of the influencing agenda by the people concerned. Voice considers terms such as beneficiaries and rightsholder groups do not honour the individuals and organisations as rightsholders that can make legitimate claims. Similarly, States and other actors are duty-bearers that are responsible and can be held accountable for their acts or omissions. Putting the rightsholder groups at the centre of Voice therefore requires a changing narrative.

##### 4.2 Nothing About Us Without Us

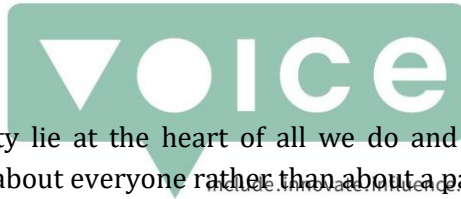
Abbreviated to NOW-Us!, this saying stems from the People with Disabilities (PwD) movement. It emphasises that no policy and/or practice should be decided without the full participation of the rightsholders. For Voice, NOW-Us! is also embodied in the modus operandi or way of working, ensuring we walk the talk. It also emphasises that the rightsholders own their own narrative at all times.

##### 4.3 Leave No One Behind

Every person – regardless of ethnicity, geography, disability, gender (identity and expression), sexual orientation, race, age or other status – should live their lives freely and fully. We recognise that people have diverse identities and as a result may face overlapping forms of exclusion, and are often left behind. Within Voice, we consciously promote taking an intersectional approach.

##### 4.4 The right voices at the table rather than on the menu

As a key to vital inclusive societies and sustainable development, we recognise the critical role of civil society as a platform for rightsholders to raise their voice. For Voice, this means inclusion,



openness and embracing diversity lie at the heart of all we do and stand for. It means putting 'inclusive' values into action; it is about everyone rather than about a particular group.<sup>2</sup>

Knowledge generation and exchange should include the people concerned in all aspects and produce accessible information using various media.

#### **4.5 Innovativeness**

Innovative approaches are sought in all key components of Voice. Being innovative means not only creating new ways of working but also creating space for improvement in every step of the implementation of Voice, which can entail different steps in different contexts. This implies flexibility, to allow for the implementation of new ideas.

Voice is furthermore innovative, because of its explicit focus on the inclusion of informal civil society organisations, as not all rightsholder groups are formally organised. Also, the space for 'failures' is innovative: to encourage experimental and innovative projects, taking risks is allowed and failures are framed as lessons to learn from. The linking and learning process provides an environment for different groups to share and learn from successes and failures of others.

#### **4.6 Safety and Security**

In all processes and activities of Voice, safety and security of all grantees shall be ensured. This includes physical, emotional, and digital safety and security. Depending on the current local context, risks shall always be assessed and proper mitigation strategies shall be developed. Information/data from grantees shall be protected, following Voice and local data privacy policies.

### **5. Implementation**

#### **5.1 Coordination**

The applicant will work in direct coordination with the Voice Internal and External Amplifier Officers, based in Kampala and Nairobi. Regular updates and decision-making moments will be planned at the start of the consultancy.

#### **5.2 Engagement Period**

The selected graphic designer will work for;

A minimum of 10 hours per week till December 2021, they should also make themselves available for briefs.

The assignment will allow for a flexible timeline of the assigned hours, working towards the agreed deliverables. The graphic designer will get monthly briefs from either the Internal or External Amplifier and would agree on the monthly content calendar.

#### **5.3 Applicant assessment and track record**

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<sup>2</sup> <http://www.indexforinclusion.org/themeaningofinclusion.php>



- Proven experience in aesthetic design with a keen eye for detail and ability to think outside-the-box.
- Proficient in Adobe Creative Suite, including Photoshop, InDesign, Illustrator and After Effects.
- If worked with Oxfam or Hivos before, the applicant organisation must have a clean financial record.

## **6. Payment**

The graphic designer will send a monthly invoice on the work done to the External Amplifier. The invoice will be paid after verification and approval.

## **7. Timeline and Application process**

Email your expressions of interest to [hello@voice.global](mailto:hello@voice.global) and cc Kenneth Jura [kenneth.jura@voice.global](mailto:kenneth.jura@voice.global) and Prudence Nyamishana [Prudence.Nyamishana@voice.global](mailto:Prudence.Nyamishana@voice.global) by 15<sup>th</sup> October 2021.

Please include links to your portfolio/previous works, a proposed methodology/ approach to the assignment, turnaround time, your proposed daily rate/commission fees and contacts of references and the organisations you have worked with. Include any tax implication. We highly encourage applications from candidates from the rightsholder groups Voice works with.