

Call for Proposals

Graphic Designer for NCD Campaign

Purpose

The purpose of this expression of interest is to hire an individual to support the Health Protection Agency of Ministry of Health in collaboration with World Health Organization (WHO) to design and develop information, education and communication material for the NCD 25 by 30 campaign.

Background

The goal of the 25 by 30 campaign is to reduce the burden on non-communication diseases (NCDs) in the Maldives by promoting healthy lifestyles and raising awareness among community.

The “Graphic Designer” will play the lead role in institutionalization and production of external and internal communication and awareness materials. The designer will also develop and deliver design solutions, print ready publications, factsheets, posters, audio visual materials including presentation templates as well as social media Graphic. The designer will also be required to prepare and submit reports as required, share success stories, maintain social media/ and or website, and develop standard communication tools.

Scope of work

- Designing high-visibility mission-critical infographics for 25by30 campaign and other areas of the organization
- Support the programme coordinator to ensure smooth process of material development, including designing, content creation and photography
- Support in marketing and communication by collaborating with the team to develop visually compelling assets that align with campaign objectives
- Support the team in innovation and staying up to date with trends and best practices to provide insights and recommendations
- Ensure organization consistently across various areas, including social media, advertising and digital media

Educational Qualification and experience

- MQA approved level III certificate in graphic design
- Minimum 2 years of relevant practical working experience
- Excellent verbal and communication skills
- Strong visual skills and keen understanding of design principles
- Previous experience in health related graphic designs is a plus

Skills required

- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, Adobe creative cloud) for creating impactful and visually appealing designs
- Competence in Google Workspace (Google Drive, Google Meet and Gmail) for effective collaboration and communication
- Expertise in graphic design, typography, illustration and photo manipulation to produce visually stunning and effective designs
- Experience in designing static and dynamic ads for web, social, email, text and display
- Ability to manage multiple projects simultaneously while maintaining strong attention to detail

- Experience facilitating discussion with clients about complex workforce messages, data representations and analytic ideas

Languages and level required (Basic/Intermediate/Advanced):

Excellent knowledge of written and spoken English/Divehi

Reporting Requirements

The designer is expected to be physically present at Health Protection Agency during government working days and government working hours

Contract Duration

1 year

Remuneration

The selected candidate will be provided a monthly remuneration of MVR 30,000.00

Application:

Interested individuals are requested to send their CVs along with portfolio and samples of previous work to sewhomav@who.int by 10 July 2024 with email subject 'Graphic designer for NCD campaign'