



American Red Cross
International
Services

Summary Terms of Reference for External Contractor

Document Layout Designer – Consultant/Firm

Location: Haiti-based or International – can work remotely

Contract validity period: Up to 25 work days

Background: For the past seven years, the American Red Cross has implemented the Haiti Assistance Program (HAP) that was established to direct the organization's response to the 2010 Earthquake in Haiti. HAP activities focus on integrated community recovery and preparedness interventions in Haiti working within the Red Cross/Red Crescent Network, in particular with the Haitian Red Cross, and also through external partners.

Part of HAP's initiative for program transition activities is to capture programmatic and operational learning visually and through written documentation.

Position Summary: The HAP Learning Team seeks an experienced document layout designer consultant/firm to create one to five learning products using organization-generated content that is based on HAP's programmatic approach. The document layout designer consultant/firm will work with the HAP Learning Team to conceptualize an appropriate document layout and design for learning content. The document(s) will reflect program processes, lessons learned, key messages and recommendations in a dynamic and engaging manner through the creation of a modern, reader-friendly design.

Specific Duties and Responsibilities: The document layout designer consultant/firm is responsible for working with the HAP Learning Team to transform programmatic content into a dynamic document that fits the Haiti context and appropriately captures key learning, which the Learning Team has generated with sector-appropriate staff. The document layout designer consultant/firm will consult with the Learning Team in the initial, middle and final phases of document design to ensure product evolution is aligned with HAP's learning. S/he will be responsible for graphic design, print layout design, typeset, image/photo layout, and final product. This should be delivered within the agreed upon timeframe and based on required work and technical complexity.

Qualifications: The document layout designer consultant/firm should be well-versed in the following, and be able to provide an online portfolio and sample work:

- Graphic design
- Document and page layout design
- Print layout design
- Typeface
- Creative understanding of text/tone and how it relates to design
- Background/color syncing
- Advanced skills in Adobe Indesign
- Advanced skills in Adobe Photoshop

- Knowledge and practical application of the latest up-to-date software for creative document design

Required:

- Minimum 5-years-experience working with document design and layout
- Proven skills in Adobe Indesign software and Adobe Photoshop
- Past performance in creation of dynamic documents for organizations or corporations (must provide sample work)
- Sound knowledge of most up-to-date professional design software and programs
- Excellent communication and interpersonal skills to collaborate with the HAP Learning Team on the design and layout
- Languages: English and French (documents must be in both languages)

Preferred:

- Knowledge of Red Cross movement is an asset
- Knowledge of humanitarian programs/collaborated with NGOs in the past
- Technical training at Art Institute or University

Compensation:

- Hourly/Daily fees per working day.

How to apply: To apply submit CV, and brief cover letter detailing relevant experience and compensation requirements (daily fees per working day) via email to: senji.gaetane@amcrosshaiti.org with cc to gina.barreau@amcrosshaiti.org.

Please put the following in the subject line: “Application for Document Layout Designer Consultant/Firm”

Only candidates who have been selected for an interview will be contacted.

Deadline to apply: January 5, 2018. Consultant/Firm should be available to start by **February 1, 2018.**