

## Request for Proposals

---

### Design Consultant

#### Project Overview

The International Center for Not-for-Profit Law (ICNL) is seeking a designer to create a suite of graphics for our digital and social media platforms. We are looking to create a set of evergreen graphics that cover our various country, regional, and issue-based content, totaling in up to 89 graphics. The project will run from date of hire through August 31, 2022.

#### Scope of Work

Consultant will work with ICNL's communications manager and social media lead to design an engaging, high-quality set of 79-89 digital graphics that conform with ICNL's brand identity. The Consultant will focus on the following deliverables:

- Create and update a suite of 54 country graphics that cover our [Civic Freedom Monitor](#) countries
- Create a suite graphics for each [regional program area](#), totaling 7 graphics
- Create a suite of 18 graphics for our [core themes and key issue pages](#)
- Create a set (5-10) of customizable graphic frames, where we can update the photo and text as needed.

#### Qualifications and Evaluation Criteria

ICNL is seeking candidates that:

1. Adobe Creative Suite, particularly InDesign, Illustrator, and Photoshop.
2. A 2 or 4 year degree in graphic design or related field, or a certificate in graphic design with an unrelated 4-year degree, or experience and portfolio showing equivalent skill.
3. A portfolio of work that shows exceptional creativity, ability to develop engaging digital content, attention to detail, and understanding of consistent branding across products.
4. Experience working with human rights, international development, or rights-based organizations a strong plus.

## Requirements

In order to be considered for selection, candidates should share:

1. A Curriculum Vitae or resume;
2. A cover letter or cover page summarizing why and how they are a good fit for the role;
3. A portfolio with similar graphics and list of at least two (2) references with name of organization, job title, email addresses and phone numbers. References should be for organizations for which the consultant has provided services in the last two years.
4. Hourly rate and/or project fee and weekly availability.
5. Must be based in the U.S. and have reliable internet.

## Timeline

Proposals should be submitted via email to [jobs@icnl.org](mailto:jobs@icnl.org) with the subject line Design Consultant by **June 24, 2022**. Applications may be considered on a rolling basis.

## About ICNL

---

The International Center for Not-for-Profit Law (ICNL) works with governments, civil society organizations, and the international community in more than 100 countries to improve the legal environment for civil society around the world. Learn more about our work and browse our resources at [www.icnl.org](http://www.icnl.org).