

Request for Proposals

AD HOC GRAPHIC DESIGN ROSTER FOR ECPAT INTERNATIONAL

2023-2025

BACKGROUND AND PURPOSE

ECPAT International is a global network of civil society organisations working to end the sexual exploitation of children. Given the scope and complexity of our campaigns, communications, and advocacy initiatives, we have identified the need to augment our creative capabilities. This RFP (REQUEST FOR PROPOSAL) seeks to establish a roster of qualified graphic designers who can be engaged ad hoc to fulfil our diverse design needs.

The primary objective is to identify and onboard talented graphic designers who demonstrate an understanding of our mission, bring creative flair, and can deliver high-quality designs within stipulated timeframes:

- A dynamic roster of graphic designers who can be called upon based on the specific needs of individual projects.
- Timely delivery of high-quality designs that resonate with our target audiences and enhance the effectiveness of our communications and advocacy efforts.

SCOPE OF WORK

Selected graphic designers will:

- Develop visual content for both online and offline mediums including, but not limited to, reports, social media graphics, infographics, event collateral, and campaign materials.
- Ensure that all designs align with ECPAT International's branding guidelines and convey messages effectively.
- Collaborate closely with our communications and advocacy teams to understand and fulfil specific project requirements.
- Make revisions based on feedback provided, ensuring the final design meets the desired standards and objectives.

ADDITIONAL INFORMATION

This is a home-based position; the designers will work from home or own office, using own equipment, software, and communication tools; they should be available online for pre-arranged meetings with the ECPAT's team in Bangkok

- The contracted entity is expected to always act in a manner consistent with the values of ECPAT International and in compliance with the organisation's policies and procedures including Child Safeguarding Policy and the Ethical Code of Conduct.
- This Request for Proposals is open to individual consultants as well as agencies.
- Contractual arrangements will be frameworks agreements with agreed rates and procedures; there is no minimum guarantee of assignments.

PROCESS

- RFP Publication: 25 September 2023
- Proposal Submission Deadline: 6 October 2023
- Evaluation Period: 9 – 13 October 2023
- Notification of Selected Designers: 13 October 2023
- Contract Initiation: 16 October 2023

PROPOSALS

Proposals should include:

- Proposed billing rates
 - Hourly rates (in USD)
 - Any minimum engagement durations (if applicable).
 - Rates for rush jobs or projects with tight deadlines.
 - Any other additional costs or terms.
- A brief overview of the applicant's experience and design philosophy.
- A portfolio showcasing relevant work.
- References from at least two previous clients.
- Availability schedule.

EVALUATION CRITERIA

Proposals will be evaluated based on:

- Quality and relevance of portfolio.
- Experience with similar organisations or projects.
- Cost-effectiveness.
- Recommendations and client feedback.
- Understanding of ECPAT International's mission and objectives.

SUBMISSION OF PROPOSALS

Please send your proposal to vacancy@ecpat.org within the subject header “graphic design” and your name.

Deadline: please submit your proposal no later than **11 October 2023**

RFP Publication date: 25 September 2023