



TEL +27 11 339 1476 | WWW.IRANTI.ORG.ZA
30 WIMBLEDON ROAD, BRIXTON, JOHANNESBURG, GAUTENG, 2092
NPC REG NO. 2019/626616/08

Terms of Reference

Information, Education & Campaign (IEC) Materials Consultant

Background

Iranti is implementing a four-years policy protection project for transgender and intersex people called *Margins to Mainstream* funded by Commonwealth. This project is aimed at;

- Influencing policy through strengthened relationships and collaborative engagements between Transgender & Intersex (T&I) communities, Civil Society, and Government in South Africa by creating policy action groups in the five identified provinces.
- Amplifying marginalized voices by the creation of online and offline reporting systems where T&I persons will report violations and tell their stories to promote understanding, improve accountability, and impact public opinion to advocate for increased protections through policy and implementation.

Scope of Work

Iranti seeks to appoint a consultant to produce creative and accessible IEC materials for the purpose of knowledge dissemination of transgender and intersex topics and themes, as well as Intersex Genital Mutilation (IGM) and Legal Gender Recognition (LGR), under the scope of the *Margins to Mainstream* Project. These Terms of Reference (TOR) are established for the purpose of engaging with the IEC developer as external collaborator responsible for producing the IEC materials. The consultant will work under direct supervision, in close co-operation and report to the intersex and Transgender Rights programmes officers.

The contracted person will be responsible for:

- Generating clear ideas and concepts for developing the IEC materials content
- Designing catchy, impactful creative graphic elements
- Develop ideas for how a campaign can be created using these elements
- Understanding project initiatives, strategic positioning, and target audience
- Ensuring that the materials are accessible to a broad audience (government departments, educational institutions, community organisations, everyday people)
- Cooperating with the rest of the creative team
- Delivery of the IEC materials.
- Taking work from concept to final execution within deadlines
- Managing and delegating responsibilities to other designers and provide directions
- Presenting drafts for feedback to the core team
- Presenting completed ideas to core team
- Submit final report on the implementation of the activity



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Expected Deliverables

The main deliverable for the project is a **set of creative, informative, educational assets focused on transgender and intersex themes**, according to the following reporting requirements:

Deliverables	Output	Due date
KICK-OFF		
1. Material content concept	1 x IEC materials content overview	20 June 22
2. Concept design	1 x materials design concept	24 June 22
3. Concept refinement	Feedback on design concept – integrated into design concept	30 June 22
4. Create functional prototype	2 x exemplar (each): <ul style="list-style-type: none">- simple design (posters, pamphlets, booklet)- cartoon design (creative cartoons)- post copy for both 1 x presentation to internal creative team	6 July 22
5. Content development (including typesetting, proofreading)	Development of creative elements <ul style="list-style-type: none">▪ simple design (posters, pamphlets, booklet)▪ cartoon design (creative cartoons)▪ post copy for both	11 July 22
6. Usability testing	1 x presentation to programme team for feedback	18 July 22
7. Finished art	<ul style="list-style-type: none">▪ simple design (posters, pamphlets, booklet)▪ cartoon design (creative cartoons)	25 July 22

Desired competencies, technical background and experience:

- Hands-on experience with design, typography, colour, web layout design, print production, image selection and package design
- Proficient use of visual design and wire-framing tools
- Demonstrable graphic design skills with a strong portfolio
- Incorporate feedback and take/give direction well
- Team player with strong communication and presentation skills



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- Relevant education or training
- Proven and demonstrated broad knowledge of and ability to utilize principles, methods, techniques and systems of working with Transgender and Intersex persons.

Duration

- 25 Working Days from the 20 June 22 – 25 July 22

Conditions

The applicant should submit a CV, three contactable referees and must be able to produce examples of previous writing work.

The consultant is required to submit a financial quotation that is required for the production.

Application submission with all required documents should be sent to sylvester@iranti.org.za by no later than the **14 June 2022**.

Budget and Payments

A *Work Agreement* letter will be signed in addition to the Terms of Reference in compliance with Iranti policy.

As per Iranti policy, payment is made against approved deliverables. No advance payment is allowed until completion of deliverables. The final payment will be made upon completion of the task to Iranti's satisfaction.