

CALL FOR PROPOSALS:

Graphic designer for global, multilingual, HTML newsletter templates

About the Global Campaign for Education

The Global Campaign for Education (GCE) is a civil society movement working to end the global education crisis. Our mission is to make sure that States act now to deliver the right of everyone to a free, quality public education.

Our membership is comprised of a huge variety of national, regional and international civil society organisations, teachers' unions and child rights campaigners. Along with the 26 regional and international members, GCE works with 95 national education coalitions, which in turn have their own memberships committed to education. Together we work to effect positive change in their education systems, monitor commitments made by their governments and represent their countries on the international political stage.

GCE campaigns throughout the year, mobilising pressure from all sectors and holding governments and international institutions to account.

Project requirements

GCE is reinstating its quarterly newsletter, GCE Network News, for an initial audience of c. 5,000. This encompasses GCE's membership; the members of national coalitions; national, regional and global partner organisations; and public supporters. This newsletter will be delivered via MailChimp, in English, French, Spanish, Arabic, and Portuguese. GCE is seeking to contract a graphic designer to provide templates for use in all languages, using GCE's existing branding.

Two templates are required.

Newsletter template

- Built in/for MailChimp
- Flexible number of sections, but to usually include an introduction, a spotlight article, a policy round-up, a news round-up, a links section, and a publications section.
- Each section of the newsletter to be of variable size
- Works in left-to-right scripts (English, French, Spanish, Portuguese) and right-to-left scripts (Arabic) – this may necessitate the creation of two variants of the newsletter template.
- Mobile-friendly
- Includes social media sharing links

Newsflash template

- Built in/for MailChimp
- Single article format, variable size
- Works in left-to-right scripts (English, French, Spanish, Portuguese) and right-to-left scripts (Arabic) – this may necessitate the creation of two variants of the template.
- Mobile-friendly
- Includes social media sharing links

Translation of buttons/share links/disclaimer will be provided by GCE.

Qualifications and Expertise

The successful entity is required to meet the following criteria:

- Demonstrate an understanding of the communications requirements of a non-profit, civil society, or campaigning organisation.
- Strong background and practical knowledge in graphic design, including the use of design software such as Adobe Creative Cloud applications.
- Proven experience of graphic design for digital platforms, including MailChimp.
- Proven experience of working in multiple languages, including Arabic or other right-to-left scripts.

Application process

Please send the following by email to procurement@campaignforeducation.org on or before **17th March 2017**:

- Covering note describing how the entity meets the qualifications and expertise section of these terms of reference.
- Itemised quotation which includes time/cost for the development of each template (by language), initial feedback round on template, 2 rounds of feedback/proofing per language per item, VAT or other taxes, and any other fees.
- Link to online portfolio.
- List of at least two referees.

Location: Can be based anywhere globally