TERMS OF REFERENCE (TOR) FOR ILLUSTRATOR TO DESIGN A TALKING PICTURE-BASED TOOLKIT

Background

The World University Service of Canada (WUSC) is a Canadian non-profit organisation working to create a better world for all young people. We bring together a diverse network of students, volunteers, schools, governments, and businesses who share this vision. Together, we develop solutions in education, economic opportunities, and empowerment to overcome inequality and exclusion for youth around the world, particularly young women and young refugees. WUSC currently works in 25 countries across Africa, Asia, the Middle East and Latin America. We have over 90 staff in our Ottawa office, and over 200 people overseas implementing projects in collaboration with donors such as Global Affairs Canada, the UK Foreign, Commonwealth and Development Office (FCDO), the World Bank, the Asian Development Bank, and the African Development Banks.

WUSC is working in partnership with the Aga Khan Foundation of Canada (AKFC) with funding from Global Affairs Canada (GAC) to implement the Adolescent Girls’ Education in Crisis Initiative (AGENCI). This four-year project focuses on enhancing the empowerment of vulnerable community girls in South Sudan through life skills, mentorship programs, support to reduce financial barriers, and community engagement, among other interventions.

Purpose of the Consultancy

The purpose of this consultancy is to design a picture-based toolkit for life skills mentorship and community engagement to address the root causes of gender inequality in education and social-cultural barriers that affect girls’ access to education in secondary schools. These barriers include early/ forced marriage, harmful practices and attitudes relating to menstruation, sexual and gender-based based violence (SGBV), and issues related to sexual and reproductive health and right (SRHR).

The purpose of the picture-based toolkit is to create a more comprehensive message about life skills programs, community engagement and safeguarding as part of the AGENCI project. In addition, the toolkit addresses issues related to language barriers and helps communities understand and comprehend important messages for behavioural change. The toolkit includes a variety of topics, including the importance of girls' education, prevention of sexual gender-based violence (SGBV), sexual reproductive health and rights, and more. This toolkit guides school mothers, community mobilizers, and male teachers to facilitate life skills sessions through clubs, classrooms, and community engagement sessions.

Scope of Work

 In order to complete this assignment successfully, the consultant is expected to fulfil the following duties and responsibilities:

1. Review the developed key messages with the AGENCI Gender Advisor
2. Liaise with AGENCI Gender Advisor to plan the design for the 10 toolkit illustrations, ensuring illustrations are age and context appropriate
3. Design layout for key messages and discussion questions.
4. Design the pictorial toolkit based on the 10 different topics provided for girls, boys and the community leaders.
5. Share the pictorial Draft for Review
6. Refine the toolkit based on feedback from AGENCI and community members

Key results Deliverables from the Consultant

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| **Task**  | **Deliverables** |
| Review key messages with AGENCI Gender Advisor  | Key Messages Reviewed  |
| Develop a draft design illustration concept in graphics and share it with the AGENCI team  | Designed concept on what the illustrations will include. |
| Design the pictorial toolkit including the questions for discussions and key messages, and share them with the team for review.  | Pictorial toolkits, including questions for discussion and key messages are shared for review. |
| Finalised the final pictorial toolkit based on feedback from AGENCI, and printed one hard copy  | Share the final pictorial toolkit in soft and one hard copy. |

Qualifications and required competencies for the consultant

1. A minimum degree in graphic and design.
2. Demonstrated experience in designing and developing tools to support social behaviour change activities in the health and/or education sector.
3. Ability to work efficiently and deliver on committed outputs under the assignment within agreed timelines and deadlines.
4. Ability to conceptualise SGBV and SRHR issues into designing relevant messages.
5. provide WUSC with examples of previous work done related to graphic and design.

**Application**

WUSC’s activities seek to balance inequities and create sustainable development around the globe; the work ethic of our staff, volunteers, consultants, representatives and partners shall correspond to the values and mission of the organisation. WUSC promotes responsibility, respect, honesty, and professional excellence and we will not tolerate harassment, coercion, sexual exploitation or abuse of any form. Successful applicants will be required to undertake an enhanced criminal record check where appropriate.

WUSC is an equal opportunity employer. We welcome and encourage applications from people with disabilities. Accommodations are available upon request for candidates taking part in all aspects of the selection process. Only those candidates selected for an interview will be contacted. No telephone calls please.

WUSC’s Country Office is located at the Scandic Premises, Airport Road, adjacent to Crown Hotel, Juba-South Sudan.

To apply for this role, please send your resume, an example of your work, a work plan, and daily rate to southsudan@wusc.ca copying eide@wusc.ca and kgraham@wusc.ca by August 15, 2022.

Due to the urgency of this role, applications will be shortlisted on a rolling basis and WUSC may fill this position before the stated deadline.