Terms of Reference for Graphic Illustrator for Equals Now Website

Background

The **Equals Now** feminist collective was founded in 2019 to bring broader-based conversations and discourses around the rights of women and girls in The Gambia. The movement advocates for the rights and welfare of women to see a world where every woman and girl is treated with dignity and afforded their human rights. The Gambia is a country with a population of approximately 2 million people. While a major percentage of the population are women and girls, they continue to be marginalized on different levels from leadership to the household levels. With women and girls being susceptible to gender-based violence, the need to form a movement that addresses issues of gender in a non-formal and inclusive way was necessary, and thus the relevance of the work of Equals Now through sisterhood, movement building, inclusive and equal strategizing, and development.

About The Project

Natural disasters and pandemics have proven to disproportionately affect women and girls. The COVID-19 pandemic has shocked the globe especially women and even more so, those living in grassroots communities. The pandemic has also opened us to the inclusivity, and amount of work that still needs to happen in our communities. With funding from the Open Society Initiative of West Africa (OSIWA), Equals Now is embarking on a project on “Responses to Effects of COVID-19 on Women and Girls’ Access to Sexual and Reproductive Health Rights and their Safety from Sexual and Gender-Based Violence”. This project also includes a component of providing institutional support to Equals Now. Under this project, Equals Now aims to mitigate the social, economic, and health gendered impact of the pandemic on women, girls, and children while providing emergency digital resources and policy recommendations to improve security, safety, and access for women to services that will address Sexual Gender-Based Violence and promote Sexual and Reproductive Health Rights.

Why work with Equals Now

Equals Now adapt radical strategic and feminist values and principles in all its work and relations. Currently, the team is comprised of 8 women below the age of 35 who provide support and extend empathy to each other while working virtually. You will join our team and nurture sisterhood as we build on a safer and more inclusive society for women and girls in The Gambia.

About the Role

The Website Graphics Illustrator is expected to design, develop and deliver compelling illustrations that identify with the messaging and needs of the Equals Now’s website.
Contract

Equals Now shall hire the Website developer for a period of 2 months between May to July. The person will be reporting to the Media & Communications Lead and will work in close collaboration with the website developer.

Tasks & Deliverables

- Develop and submit a work plan to Equals Now at the beginning of the contract.
- Review the current Equals Now’s organization document and propose illustrations that fit the brand, communications, and value needs of the organization.
- Work with the website developer to develop the website layout, web icons, and needed illustrations for the website interphase.
- Develop original illustrations for web pages and all communication/visibility materials on the website

Knowledge and skills requirement

- Relevant educational and professional expertise in graphic design
- The illustrator must be highly proficient in the use of graphics applications such as Adobe Photoshop, Illustrator, InDesign, etc.
- Creative and mature style of design, demonstrating an understanding of the communication requirements of Equals Now.
- Great intuition for design and attention to detail are essential.
- Experience working with feminist, women-led groups, or human rights groups
- Good business language skills in English
- Must have respect for diversity with effective communication skills
- Equipped with basic project management skills
- Prove commitment to women’s human rights or in the broad area of human rights and social justice
- Demonstrate ability to organize, co-collaborate, and work virtually

How to apply

Please submit a cover letter and portfolio to equalsnow220@gmail.com by May 3rd, 2021. Women and young feminists are encouraged to apply. Please use this Consultant Rate Form to specify your rate for this duty in lump sum including VAT charges. Please note that this sum should cover all relevant costs including communications fees, subscription fees, etc.