

# MADRE

## Request for Design and Video Consultant

# 20 24



Submit all materials by August 12, 2024 to:

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# Design Consultant

## OVERVIEW



## MADRE

Founded in 1983, MADRE is an international human rights organization that transcends geographies and generations to deliver sustainable gender, racial, climate, and disability justice. We foster a world rooted in our feminist values, where women and girls, and other marginalized groups, fully participate in shaping policies and decision making, their expertise and leadership is recognized and upheld, and they equitably hold power and resources within their communities.

## CONSULTANCY OVERVIEW

MADRE is seeking a consultant to procure graphic and video design services. The consultant should have:

- a proven portfolio of video production and graphics creation for social, web, and print
- basic Illustration abilities
- a deep understanding of ethical design practices that will center our partners from globally marginalized communities
- a strict ability to maintain and uplift brand principles and guidelines
- access to the tools and equipment needed for graphic creation and video editing.

## SUBMISSION REQUIREMENTS

- Consultant information
- Video reel
- Graphic design portfolio
- Project management and approach style
- Fees



# Design Consultant

## SCOPE OF WORK



### TIMELINE

The approximate start date for the consultancy will be September 2024, contingent upon hiring, through December 2024, with the possibility to extend.

### BUDGET

The budget is priced per project as seen below.

### DELIVERABLES

MADRE will provide a creative brief for each project below, all text, as well as raw photos and video content as needed. We will also provide a brand style guide and other necessary branded elements.

- Monthly:
  - One monthly video for MADRE Stories of Pride series (budget: \$500 per video)
  - One monthly video for MADRE Legacies and/or Who is She series (budget: \$500 per video)
- Weekly
  - 3 social media graphics or videos a week to be used across three social platforms (budget: \$150 per post)
- Ongoing/One-off
  - 12 social media paid ads posts, including some for A/B testing finalized by 10/15/24 (budget: \$750 total)
  - A new introduction to MADRE video (~2-minute video and 2 20-30 second social teasers); pre-production conception through post-production; finalized by 11/1/24 (budget: \$3500 total)
  - 3 MADRE public education/programmatic explainer videos finalized by 12/31/24 (budget: \$500 per video)
  - 5 graphics depicting our Mother Courage stamp through our four decades of work finalized by 11/1/24 (budget: \$750 total).
- MADRE and the consultant will discuss and agree upon additional design needs, as they occur, for a fee of \$100 - 200 an hour throughout the consultancy.