

DRAFT TERMS OF REFERENCE (TOR)

Design of Educational Materials: Brochures and Leaflets

1. Background and Context

MyLEGACY is implementing the *Promoting Gender-Sensitive Climate Change Actions for a Better Tomorrow (Kesho Njema)* project. The initiative highlights the urgent need to address the gender-specific impacts of climate change—particularly its effects on women’s and girls’ sexual and reproductive health and rights (SRHR) and the heightened risk of gender-based violence (GBV).

In Dar es Salaam, climate-related challenges such as water shortages and resource scarcity disproportionately affect women and girls, threatening health, safety, and dignity. Despite evidence of these interconnections, awareness remains low, and gender concerns are often excluded from climate action planning.

To bridge this gap, the project aims to develop educational materials—brochures, leaflets, and infographics—to inform students, local government offices, religious institutions, and market vendors about the intersection of climate change, SRHR, and GBV, and the need for gender-responsive local action.

2. Objective of the Assignment

Engage a professional designer to create visually engaging, culturally appropriate, and informative materials that clearly communicate the climate-gender-SRHR-GBV nexus, tailored to various community audiences.

3. Scope of Work

The selected designer will:

- Develop creative concepts and visual themes aligned with the project’s goals.
- Consult with MyLEGACY’s content team to gather key messages and approved text.
- Design brochures, leaflets, and infographics that are accessible, accurate, and audience-friendly.
- Ensure cultural relevance and appropriateness for diverse groups.
- Produce final materials in print-ready and digital formats.
- Provide editable design files for future use.
- Support multilingual adaptation where needed.

4. Methodology

The design process will include:

- **Initial briefing** with MyLEGACY’s project and content teams to understand project goals, audience, and key messages.
- **Content gathering** through structured consultation sessions with the content team to ensure factual accuracy and alignment with project messaging.

- **Concept development** based on collected inputs, followed by internal reviews.
- **Iterative feedback loops** involving the content team and project lead to refine visuals and text.
- **Finalization and delivery** of approved materials in required formats.

5. Deliverables

- Initial concept designs and visual themes for approval.
- Draft brochures, leaflets, and infographics for review.
- Final, print-ready versions of:
 - Brochures (print and digital)
 - Leaflets
 - Infographics
 - Editable source files (e.g., .AI, .PSD, .INDD)

6. Timeline

- **Week 1:** Submission of portfolio and initial concept proposals
- **Week 2:** Review and feedback from MyLEGACY
- **Week 3:** Submission of draft materials
- **Week 4:** Final delivery of all approved, print-ready files

7. Qualifications and Experience

- Proven experience designing educational or advocacy materials, preferably in climate, gender, or health sectors
- Strong graphic design and layout skills
- Experience in culturally sensitive design
- Ability to meet deadlines and respond to feedback
- Proficiency in Adobe Creative Suite or equivalent tools

8. Reporting and Communication

The designer will report to the project focal person and work closely with the content team. Regular updates and check-ins will be required at key stages of the design process.

9. Confidentiality

All materials and information shared must be treated as confidential and used solely for this assignment.

Send application with proposal to: mylegacytanzania@gmail.com

Deadline for submission: 6th June 2025