



CONSULTANT – ARTWORKS AND GRAPHICS ON UNPAID CARE WORK

Women's Economic Empowerment and Care (WE-CARE) Programme

ABOUT OXFAM AND WE-CARE

Oxfam is a global movement of people, working together to end the injustice of poverty. That means we tackle the inequality that keeps people poor. Together, we save, protect, and rebuild lives when disaster strikes. We help people build better lives for themselves, and for others. We take on issues like land rights, climate change, and discrimination against women. And we won't stop until every person on the planet can enjoy life free from poverty.

As an Oxfam flagship programme, the Women's Economic Empowerment and Care (WE-Care) seeks to address unpaid care and domestic work (UCDW) as a key factor in achieving gender equality and economic development. We work in four countries in Southern and Eastern Africa, with regional Pan-Africa and global components, to recognize the importance of care work, so it is valued by both women and men, their families, communities, governments, and the wider society; reduce difficult or inefficient tasks, such as collecting water or doing laundry; redistribute care work more equitably between women and men, and redistribute costs from poor families to states and employers; and promote effective representation of carers and their needs and interests to decision-makers.

For more information about WE-Care, read here: www.policy-practice.oxfam.org/we-care.

ABOUT THE ASSIGNMENT

On its fourth phase, WE-Care aims to intensify its influencing work to address UCDW and shift the unpaid care narrative from being a woman's issue to being a development, economic, and gender equality issue. To do so, WE-Care country teams, partners, and other key stakeholders will need visual aids that compellingly represent the different aspects of UCDW, as well as clearly demonstrate WE-Care's asks. The deliverables of this consultancy will be used in WE-Care's upcoming global and regional campaigns, reports and publications, and promotional collaterals.

WHAT WE ARE LOOKING FOR?

We are looking for an/a artist/illustrator/graphic designer (preferably based in countries where WE-Care is operating: Ethiopia, Kenya, Uganda, and Zimbabwe) with exceptional skills to deliver high-resolution digital artworks on UCDW in the African context, UCDW-related icons, and key branding materials (i.e., logo/typography, PPT and report templates, social media template).

WORK RESPONSIBILITIES AND DELIVERABLES

The consultant artist is expected to deliver the following:

- **10 high-resolution artworks** that depict the challenges, successes, and policy asks of the WE-Care programme with regard to addressing UCDW (Oxfam will prepare a shot list for these artworks that will be discussed with the successful candidate)
- **30 two-dimensional icons** in PNG/vector format (to be discussed with Oxfam)
- **1 logotype** design for WE-Care
- **1 PowerPoint template** (workable master slide)
- **1 donor reporting template** (on Word file)
- **3 social media templates** (for quotation, for facts/figures, for photos)

TIMELINE

The consultant will have 20 days to complete the assignment.

WORK REQUIREMENTS AND QUALIFICATIONS

- Professional expertise in creating digital artworks and graphics
- Ability to produce concept/mood boards
- Ability to render high-quality digital outputs for multiple purposes

CONTRACT SUPERVISION

The consultant will work closely with the WE-Care global team, in particular with the WE-Care communications officer.

BUDGET

Applicants are required to prepare a financial proposal based on the deliverables. Consultancy fee should be given as a gross amount.

OTHERS

- Consultant are required to adhere to Oxfam's principles and values as well as the promotion of gender justice and women's rights.
- Consultant must be able to incorporate relevant visual guidelines from Oxfam's brand book (to be discussed with the WE-Care communications officer).
- Oxfam will have full control over the use of the artworks in other potential campaigns and materials (e.g. publications, PPTs). The artist will always be attributed in the use of these artworks.

HOW TO APPLY

Prepare the following application requirements. Note that Oxfam will only review applications that meet all these requirements:

- CV/company profile with contact details for 2 references
- Maximum two-page proposal of the assignment: approach, timeframe, and budget
- Samples of similar works produced/published

DEADLINE OF APPLICATIONS

Send your applications to MAranas@oxfam.org.uk by 9 July 2021.

NOTE: Only complete applications will be considered in this cost-competitive process.