

Design and Development of 2019 Australia Global Alumni Promotional Materials Terms of Reference

Background

The Australia Awards and Alumni Engagement Program – Philippines (AAAEP-P) manages the Australia Global Alumni initiatives in the Philippines. These initiatives include various networking, collaboration, and knowledge exchange opportunities for Filipino alumni such as the 2020 *Australian Alumni Excellence Awards*, which recognises the achievements and contributions of Australian-educated Filipinos, and the Alumni Grant Scheme, which provides a special fund for alumni projects that create meaningful change in their community or organisation.

Objectives

The main objective of the engagement is to develop promotional materials for key Australia Global Alumni initiatives in the Philippines.

Scope of Services

The service provider's responsibilities and tasks are the following:

- 1) Provide copywriting, design and layout support in the development of fifteen (15) digital communication materials for social media posts and email marketing.
- 2) Provide editing support of the designs as needed.
- 3) Attend project meetings with the AAAEP-P team.
- 4) Ensure that all corrections and inputs from the AAAEP-P team are incorporated in the final artwork.
- 5) Submit the final artworks in PDF and editable formats.

**The copyright of the design of all collaterals will remain with the Australia Awards and Alumni Engagement Program - Philippines (AAAEP-P).*

Service Provider Requirements

1. Demonstrated experience in graphic design and layout for various formats including posters, flyers, brochure, booklet, infographics, and event collaterals.
2. Demonstrated experience in copywriting.
3. Excellent interpersonal and facilitation skills, including the ability to effectively work with and support a wide range of stakeholders in multicultural settings
4. Sample work