



Terms of Reference Web Designer/Communications Agency

BACKGROUND

LAW is an independent, non-profit organisation comprised of human rights lawyers and jurists working in fragile and conflict affected areas in the Middle East, Africa and South Asia. LAW has a particular focus on gender equality and sexual and gender-based violence, natural resource exploitation, rule of law and accountability, and transformative justice, working to bring justice to those who need it most. LAW's ground-breaking work has received international media coverage, including in the New York Times, the Times of London, the Guardian, Al-Jazeera, France24, Voice of America, Huffington Post and Foreign Policy.

In 2021, LAW will embark on a new advocacy and communications strategy and require specialist support to facilitate this. LAW therefore seeks the services of a web designer/communications agency to redesign the LAW website and advise how to increase the overall impact of LAW's communications, including but not limited to LAW's social media presence. The successful applicant/agency will have an understanding of branding and messaging in the not-for-profit sector and the skills and technology to redesign the LAW website.

POSITION DESCRIPTION

Reports to:

Executive Director

Duration:

Approx. 10 days

Location:

Home based

Hours:

Flexible

Functions/Key Deliverables Expected

The web designer/communications agency will conduct a redesign of the LAW website and will support LAW's communications, which will include the following responsibilities:

Website

- Undertake meeting/s with the Executive Director to assess the needs of the organisation;
- Review the current LAW website and identify the key messaging/information;

- Provide plan for the redesign of the website, including branding and creative content, to optimise the impact of the website for the intended audience; and ease of use for manual editing
- Conduct redesign of the LAW website to ensure our web presence is effective, efficient and engaging.
- Provide training to four members of LAW staff to use and update the website.

Communications

- Provide ongoing technical advice and assistance on an as needed basis on communications at key advocacy/messaging moments, including for use on the website, social media and press.

Experience, Skills and Qualifications Required

- Demonstrated experience of conducting website design and project management, preferably within the not-for-profit sector;
- Experience developing communication strategies, preferably in the not-for-profit sector;
- Strong understanding of digital development processes
- Experience working with legal programmes desirable;
- Excellent written and oral English;
- Excellent coordination and teamwork skills;
- Ability to meet deadlines and take on work stream from beginning to fulfilment.

Deadline for applications: 6 January 2021.

Start date: Immediate start.

How to Apply:

If you are passionate about optimising the impact and engagement of a not-for-profit organization, and have the technical skills to carry out this project, then we would love to hear from you.

Please apply by email attaching a CV, an example of previous work and a project outline including a quote and proposed time line, on or before 6 January 2021 to Hare@legalactionworldwide.org.

The subject of the application should read ‘**Web Designer/Communications Agency**’

- Only shortlisted candidates will be invited for interviews.
- LAW is an equal opportunity employer.
- Women are particularly encouraged to apply.