

Terms of Reference

Consultant: Project Branding Workshop
FAIR SHARE of Women Leaders
22 June 2021

Overview

FAIR SHARE of Women Leaders is a feminist initiative advocating for gender equality in the civil society sector. We do this in two ways:

- We [monitor](#) the proportion of women in the top leadership of civil society organisations and encouraging organisations to commit to gender equality in their leadership by 2030
- We develop and promote [Feminist Leadership](#) as a tool for individuals and organisations to transform their approach to leadership

We communicate with our audiences and stakeholders via our [website](#), [LinkedIn](#) and [Twitter](#), Vimeo and email marketing (Mailchimp). We have English and German versions of our website, our Twitter channel and our email newsletter.

As we embark on a new project ‘Feminist Leaders for Change’ with the [Heinrich Böll Foundation](#), we want to ensure that the FAIR SHARE brand is strong and clear across these channels while also communicating the specific message(s) of the project. We therefore seek a consultant to lead us in a workshop helping us develop guidelines and a process for translating our visual brand into a unique project branding that underlines the vision of our work on Feminist Leadership.

Scope of work

You will design and facilitate a workshop to enable the FAIR SHARE team to come to certain decisions regarding FAIR SHARE’s visual brand, its implementation, and how elements of the brand are translated across projects and languages.

The scope of the work includes:

- Reviewing existing documents, graphics, illustrations etc. related to the FAIR SHARE brand as well as their implementation on our website and social media channels
- Review the ‘Feminist Leaders for Change’ project plan
- Consulting with the FAIR SHARE team to determine key challenges to be addressed
- Designing and facilitating a project branding workshop
- Developing clear documentation of guidelines and processes developed in the workshop

There is the possibility to implement some of the recommendations developed during the process.

Collaboration

Our working style is collaborative in nature; we value input from the people we work with. We would therefore appreciate if you are interested in not only implementing requests and tasks, but also thinking along with creatively with us.





Timeline

July 19-23: Review communications materials; consult with FAIR SHARE team; workshop design

August 9 or 10: Workshop implementation

August 17: Delivery of guidelines

Bids

Please send a (brief) proposal, budget, and a CV/portfolio to Sophia Seawell (sophia@fairsharewl.org) by **Monday July 5**. The budget should include your hourly rate.

We aim to build a diverse team of people working with FAIR SHARE, and strongly encourage applications from women, particularly women of colour, women with disabilities, or women otherwise particularly underrepresented in the field.

We are available for a 30-minute consultation to provide further information or clarify any questions you may have. To arrange a call, contact Sophia.