Terms of reference – Brand Consultant
3-month placement
Type of Contract: Contract for Services

Who we are
Our vision is a world free of preventable disease, in which everyone everywhere can reach their full potential. We were founded in 2002 with a £20m grant from the Bill & Melinda Gates Foundation, and started life at Imperial College London as the Schistosomiasis Control Initiative. Consistently ranked globally as one of the most cost-effective non-profit initiatives, in 2010 we received significant funding from the UK Department of International Development which has since been extended until 2022.

In 2019 we became an independent organisation, and the SCI Foundation now works across multiple sectors in several countries in Sub-Saharan Africa to deliver effective and robust health programmes that have a lasting impact.

We are currently in the process of defining our new 5-year operational strategy, and looking to ensure that our brand reflects our values, our work and our mission.

What we do
Working in partnership with Governments, the SCI Foundation supports and facilitates public health programmes that reduce the impact of preventable diseases like parasitic worm infections. We provide technical and financial support to Ministries of Health, in line with their own strategies and plans, to enhance sustainability and strengthen health systems within countries affected by these diseases.

To date, our team have supported 60% of all global schistosomiasis treatments and we are broadening our reach to coordinate with health programmes for other preventable diseases, as well as supporting disease prevention measures such as water, sanitation and hygiene and the management of the impacts of these diseases on individuals.

Who we are looking for
We are looking for an experienced brand specialist, whether freelance or agency, with a proven track record in developing strong, authentic brands for corporate or charitable organisations, particularly in the area of health.

Objectives and deliverables
• Liaise with directors and employees and accompany the development of the new SCIF strategy advising on aspects related to the brand
• Undertake research and landscape analysis to understand the context in which we operate in order to inform brand choices
• Work with employees to develop an in-depth understanding of the organisation’s history, its current donors and supporters in order to establish options for a new corporate identity and enable consensus-led decision making.
• Produce a brief for brand design, setting out overall brand framework – tone of voice, key words to use/avoid to enable creating the logo and other brand identity elements. Preferably, the briefing will be handed over to the brand designer.
- Develop key corporate messages for different audiences
- Conduct, analyse and present primary research with relevant audiences
- Help consult with and implement the rebranding among team members
- Define a framework to evaluate the success of the rebranding plan.
- Based on the research and understanding of the new organisational strategy, provide three suggestions of possible names
- Develop a value proposition that speaks to the values and work of the organisation

**Specification**
- Proven track record of creating strong and authentic brand identities for organisations, preferably in the charitable or international development sector
- Ability to listen to and translate organisational desires and concerns into creative concepts

**To apply**
To apply, please submit a proposal and budget, outlining your experience and track record as it relates to this task. Guidance can be found within the proposal procedure.

**Closing date**
Sunday 22nd May 2022 (Due to the nature of this role we will be reviewing applications on an ongoing basis and the role might be filled and closed before the closing date. Early applications are encouraged).

The successful candidate will be required to complete a Misconduct Disclosure Form.

DATA PROTECTION – By submitting an application you agree that SCI Foundation collects and manages the information that you provide. Your personal information will be used for recruitment purposes only. Your application will be treated with strict confidentiality.

SAFEGUARDING - Roles at SCIF may require interaction with children and vulnerable adults as well as maintaining confidential and sensitive information about them. The successful candidate will be required to apply for a criminal record check through a basic, standard or enhanced Disclosure and Barring Service (DBS) check. A criminal record will not necessarily bar you from working with us. That will depend on the nature of the role and the circumstances of your offences. A conditional offer of employment will only be made upon reception of 2 satisfactory written references and a satisfactory DBS result.

SCI Foundation is committed to diversity and equal opportunities for applicants and employees. SCI Foundation strives to ensure equal employment opportunities and equal access to employment and does not discriminate on the basis of race, gender, colour, national origin, religion, physical or mental ability, marital status and age. Applications will be treated with strict confidentiality.