

V02 – 8/8/2019

About this brief

Lirata Ltd is seeking a skilled creative designer to join our team on a volunteer basis. We have several projects underway that need your input. Top priority is our website redesign, but we are also working on developing new and more professional marketing materials, and more interesting templates and layouts for our reports. This project brief provides background information about Lirata and our graphic design needs.

Introducing Lirata

Lirata Ltd is a small, independent not-for-profit organisation based in Naarm (Melbourne), Australia. We support the work of individuals and organisations who are responding to those in need. We partner widely to develop constructive solutions to social issues.

Vision

A socially just world in which power, resources and opportunities are shared equitably, all people are fully valued and included, and people live sustainably and free from violence, abuse and exploitation

Purpose

To advance social justice by strengthening the enablers and reducing the barriers to positive social change

Values

Integrity
Learning
Collaboration and community
Positive effective change

We specialise in the health, community services, education and development sectors, within Australia and internationally. We work with all tiers of government, service providers, peak bodies, advocacy organisations, socially engaged businesses and many others to assist them to:

- Become more **effective** in achieving their goals.
- Achieve greater **sustainability**.
- Adopt more **ethical and empowering** approaches.

We deliver our work through consultancy, capacity building and systems advocacy. We assist our partner organisations with monitoring and evaluation, organisational and program review, strategic and operational planning, organisational development, data systems development, training and mentoring. We also develop new approaches, tools and frameworks for social justice work.

Lirata currently has eight core staff, and ten Associates who join our teams for specific projects.

Our history in the sectors in which we work spans three decades. Our consulting practice was established in 2010. We are constantly growing, developing and exploring new possibilities. We invite you to work with us to help build a better world.

Find out more at: www.lirata.com/assets/documents/about/Lirata-OverviewBrochure-v03.pdf.

Website redesign

Lirata's website is located at www.lirata.com. The website is currently our main online presence, although we also actively use LinkedIn to build our profile and circulate information to our networks. The main objectives of the website are to:

- Present Lirata's consulting and capacity building services to potential clients and funders.
- Update our networks and supporters on our activities.
- Share information and resources that are useful to people undertaking social justice activities.
- Encourage people to subscribe to our other information-sharing channels including our email newsletter.
- Assist in recruitment of new team members and volunteers.

The website was developed quickly and at low cost by Lirata staff in 2014. Over the intervening years we have updated basic information on the site (e.g. staff profiles) and added content (news and resource articles). However, the structure and design of the site have remained largely unchanged.

It's high time for a thorough refresh of our website! We need our site to better reflect our identity and work and to be more attractive and engaging for people visiting it. Although the site is content-rich (and we will continue to add more content over time), we want it to be easy to navigate and for the most important content to be clear and easy to find.

We have the support of a volunteer web developer who is working on the site structure and functionality. We have plenty of ideas about what we would like to see on the new site. Now we are looking for a creative designer to join our working group to take the site design to a new level.

New marketing materials

In parallel with the new website content, we are keen to develop some new electronic and print-based marketing materials. We have a couple of PDF brochures that we send people, but could really use more brochures covering other areas of our work, highlighting some of the exciting projects that we do, and getting people enthused about partnering with us for change.

In the medium term we are also looking to develop other materials such as postcards, presentation folders, a fancier PowerPoint template, popup banners and more...

Report formats

We write a lot of reports, many of them as part of our consultancy projects. They can be reports on program evaluations, organisational reviews, research projects, or capacity building work we have done. We do have a standard report template, which is fine but a bit dull. And many of our reports come out looking pretty much the same.

They are also very text heavy and it would be great to be able to incorporate more images to make the presentation more engaging. Use of icons and infographics would be great as part of this.

We would like to develop several other report templates in different formats and which support greater use of images. We have some examples we can share but are keen to hear your ideas.

Volunteer with us

We are seeking a volunteer graphic designer (or several designers) to join us on a flexible basis to work on one or more of the above areas. Even if you just want to take on one of these areas (web design, or marketing materials, or report templates) that would be great! The website is our top priority for the August – October 2019 period.

We are open to your preferences about how much time you are able to contribute, how often, and whether you would like to join us on a project-specific basis (e.g. just for one piece of work) or would like to work with us over time on a variety of areas.

We are seeking people who:

- Would like to contribute time on a volunteer basis to support the social justice work of Lirata and our many project partners.
- Have a consultative and collaborative approach, and will work in partnership with our staff to achieve our preferred look and feel.
- Have strong technical skills and a reasonable level of experience in graphic design / creative design.
- Will provide fresh ideas to get our design thinking out of the rut.

For the designer assisting with our website, we seek someone who:

- Has existing experience in website design.
- Has a strong knowledge of responsive design and of optimising websites for mobile as well as desktop viewing.
- Ideally (though not essential) has previous experience working with website themes in Drupal.

Lirata will:

- Welcome you to our team and provide support.
- Provide a place to work in our office, if needed.
- Provide detailed input to inform design processes.
- Provide prompt feedback on your design work as it evolves.
- Pay incidental costs as negotiated, for example license fees for required third-party software.

Lirata's marketing and communications activities are managed by our CEO Mark Planigale. Mark and other members of Lirata's staff will work closely with you to inform your work and provide content.

Other useful things to know

- Volunteers play an important role in developing our organisation. Lirata operates on a very lean budget and devotes its resources to supporting other social justice organisations. Your contribution makes a big difference to us.
- We are an equal opportunity workplace. We recruit for diversity, as well as skills and organisational fit.
- Lirata is a LGBTIQA+ friendly workplace.
- We value cultural diversity and welcome people from all backgrounds. We work with many Aboriginal and Torres Strait islander people on our projects and are keen to have Indigenous people join our team.
- We ask all our staff (including volunteers) to provide a Police Check and Working with Children Check when they start with us. We can help you to organise these if you don't already have them.
- We develop a volunteer agreement with each volunteer so all parties have clarity about the arrangement.

- Either Lirata or the volunteer is free to end the arrangement at any time with no questions asked.
- Where volunteer positions have gone well we are very happy to act as referee.

Next steps

To discuss this position further, or to express your interest in working with us, please contact:

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