

Scope of Work

Position: Graphic Designer, Website Content, Food Policy Hub, Vital Strategies

Location of Consultancy/Assignment: Flexible, with working hours on EST

Category: Consultancy

Duration: 6 months with possibility of extension – August 1, 2026, to January 31, 2027

Contract Manager: Kayla Mardin, Officer

Purpose and Scope of this Consultancy

[Food Policy Hub](#) provides resources to build healthier food environments with evidence-based policy solutions. The goal of the website is to synthesize food policy evidence to make it easier for governments, advocates and communities to implement healthy policies.

Vital Strategies is looking for a Graphic Designer, Website Content to play a key role in shaping the visual identity of [Food Policy Hub](#) by designing compelling, informative and persuasive content that drives engagement, conveys our message, and ultimately contributes to the success of the website. This is a role for someone who brings creative ideas proactively, takes ownership of the visual direction, and create impactful visuals from concept through design.

The Graphic Designer will report to Vital Strategies' Senior Communication Manager and work closely with the Director, Senior Director of the Program, and the Food Policy Hub team — collaborating cross-functionally with program and technical staff.

Vital Strategies Organizational Background

Vital Strategies is a global health organization that believes every person should be protected by equitable and effective public health systems. We partner with governments, communities and organizations to reimagine public health, and the result is millions of people living longer, healthier lives. Our team of experts work in 73 countries with offices in New York City, São Paulo, Jinan, Addis Ababa, Paris, New Delhi and Singapore to help strengthen public health systems, protect lives and take on preventable diseases, all across the world.

We partner with governments, communities and organizations to advance public health. Our team of scientists, researchers, communicators and advocates work together with our partners toward cleaner air, healthier food, safer roads, science-led policies, and preventing disease and illness. Our goal is to build a future where health is produced and protected for everyone and by everyone across all facets of our lives, in our families, communities and countries.

Scope of Work:

- **Visual Strategy & Content Conceptualization:** Work closely with the team to build an organized and strategic plan for the visual development of each current and future webpage. This will serve as a roadmap for the site's visual direction.
- **Design:** Design infographics, collages, illustrations, and other visual content, etc. through an iterative process with the team on Canva and other platforms as needed.

- **Photo Editing:** Edit photos as needed and develop image collages that align with the website visual identity and branding.
- **Contribute to Design Guidelines:** Update internal website design guidelines as needed and contribute recommendations for evolving those guidelines over time.
- **Contribute to the development of Food Policy Hub:** Serve as a creative thought partner for the visual identity and long-term development and update of Food Policy Hub, including ideas for refining web design, developing new content, and using new visual approaches.

Qualifications/Experience

- Degree in Fine or Graphic Arts or a related field (or equivalent experience).
- 3-5+ years of experience in multimedia design work, including websites.
- Portfolio Submission: Please submit a portfolio showcasing your work or a link to your website.
- Preferred: Experience designing public health or advocacy content; familiarity with food systems or food policy.

Qualities/skills

- Proficiency with Canva. Experience with Adobe Illustrator, InDesign, and Photoshop a plus.
- Ability to translate and communicate complex information visually and strong data visualization skills.
- Good grasp of search engine optimization (SEO), basic HTML knowledge, and content management software, such as WordPress and Joomla.
- Organized, self-starter, and strong independent judgment and initiative.
- Detail-oriented.
- Excellent communication and collaboration skills.
- Desire to contribute to a team atmosphere.
- Ability to both take direction and work independently.

Deliverable / Milestones / Activity	Tentative Due Date*
Visual Strategy Development:	
1 website visual plan detailing the visuals to be developed and used for each page of the site — including designer's initial ideas and recommendations for visual direction	September 30, 2026
Updated branding and design guidelines completed	January 31, 2027
Graphics:	
Infographics detailing the issues in the food environment, based on the "Problems" webpage (2 total)	October 30, 2026
Infographics detailing the best practices infographic for each policy area (5 total)	November 30, 2026
Graphics (images, collages, infographics, etc.) for each policy resource page , totaling 1-3 graphics per page for up to 15 graphics total, based on the visual strategy	January 31, 2027

**Due dates are subject to change based on priorities and workflow.*

Instructions for Interested Consultant:

1. **Expressions of Interest.** Please provide CV, portfolio, any other relevant information and a “confidentiality and conflict of interest” declaration (mentioned below) to information@foodpolicyhub.org
2. **Payment Currency:** Please include your daily rate or fee for service. Vital Strategies reserves the right to negotiate fees. Please note that contracts must be executed and paid in the currency of the country where the service provider is based.
3. **Questions.** Consultants shall refer any questions, via email to information@foodpolicyhub.org
4. **Due Date.** Expressions of interest must be submitted in PDF format by July 17, 2026

Confidentiality and conflict of interest declaration [to be signed by interested applicant]

I agree to treat as confidential all material and discussions with Vital Strategies and its partners.

I declare that in the past five years, I have not had had any business relationship with or knowingly received payment or other support from any tobacco product manufacturer or wholesaler, or from any e-cigarette or vaping manufacturer or wholesaler, or any parent, affiliate, subsidiary, organization, or foundation with majority support from these industries, or any person, interest group, advocacy organization, or other business or organization that represents the interests of these industries.

I declare that in the last two years, I have not any affiliation with the sugary drinks, alcohol or ultra-processed food industry, its agents or associates and currently do not accept financial or other support from any sugary drinks, alcohol or ultra-processed food product manufacturer or the parent, subsidiary, or affiliate of a sugary drinks, alcohol or ultra-processed food product manufacturer.

I undertake to make a further declaration detailing any conflict, potential conflict or apparent conflict that may arise during my tenure with Vital Strategies and its partners.

Signed

On behalf of
(Company name, if relevant)

Date