



EUROPEAN WOMEN'S  
**LOBBY**  
EUROPEEN DES FEMMES

## CALL FOR APPLICATIONS EXTERNAL CONSULTANT – MANIFESTO DESIGNING & EDITING

**Are you experienced with designing and editing? Have you already produced policy documents? Do you have a passion for making complex content attractive and digestible? Do you want to contribute to an EU-wide campaign aiming at materialising EWL's vision for a feminist Europe? If yes, this opportunity is for you!**

The **European Women's Lobby (EWL)** is the largest umbrella organisation of women's associations in the European Union, gathering over 2000 women's associations. The EWL has members in 26 EU Member States, and three candidate countries as well as 17 large European-wide women's organisations. The EWL campaigns for a feminist Europe, which promotes women's rights and equality between women and men in the European Union in line with our organisational Strategic Framework [“Women Changing Europe: Building a Feminist Vision for the Future of Europe Strategy 2022-2026”](#).

**The EWL is looking for** an experienced professional to design its 2024 EU elections manifesto and transform it into an eye-catching, easy to read document gathering its key messages and asks in a clear and digestible manner.

**As a feminist organisation, we are seeking to build a feminist Europe that represents Europe in all of its diversity. As such, people/women of colour and from ethnic minority groups, people with disabilities, people from the LGBTQI+ community and people coming from marginalised groups are especially encouraged to apply.**

### 1. Background

The past few years have brought some significant successes for women's rights. Yet, amid numerous challenges - the Covid-19 pandemic, Russia's invasion of Ukraine, the energy crisis, the climate crisis and natural disasters, the galloping inflation, the shrinking space and limited resources for women's rights - women and women's rights organisations have been once more severely and disproportionately impacted. We have witnessed the erosion of women as specific political subject. A solid commitment to put women's and girls rights at the core of European policies is required.

It is only together, by leaving no woman and girl behind, that we can successfully face the current challenges. Women are not only more than half of the population but also key agents of change; that is why the EWL wants a Europe where women and girls in all their diversity enjoy equal rights and participation in every area and across all levels of society; where women are free from all forms of oppression and exploitation.

The 2024 EU elections will be a turning point for women in Europe, for the European project of peace, democracy, inclusion, equality and solidarity – the EWL aims to campaign to ensure that women’s and girls rights will be high on the political agenda of the new European legislature.

## **2. Purpose, Focus and Task**

The designer will transform the manifesto into a memorable and understandable document and emphasise key information in an engaging way.

The manifesto is currently 12 pages but formatting and designing should aim to reduce its length while not compromising legibility.

Once translated and finalised, the manifesto will be used in EWL’s advocacy work at the EU level but also in the campaigns spearheaded by EWL’s national members. Hence, the final document will aim to convince EU elections candidates as well as European and national political forces of the need for a feminist Europe and will present the actions necessary for its materialisation.

The designer will have to provide a first matrix of the design and, based on this matrix, produce versions of the document in different languages as explained below in section 3 (translations will be provided by the EWL).

## **3. Scope of Work, Methodology**

We, therefore, expect the designer to:

- Respect EWL’s brand identity while taking a modern twist;
- Develop a design matrix for the manifesto (which should be given to EWL in InDesign format) both for an online and a print version of the document;
- Provide a first designed version of the manifesto in English (both online and print versions);
- Provide versions of the manifesto in all the languages of EWL national coordinations (around 23 languages) - once the translations are available (for online use);
- Edit and format the document as necessary for digital and print productions;
- Take into consideration and include the feedback of EWL through out the length of the collaboration;
- Be available for regular exchanges with the EWL team to define the needs and requirements of the project throughout the collaboration’s duration;
- Be ready to work on this project from the notification of selection (approximately mid May 2023) to end of June 2023.

## **4. Results and Deliverables**

1. Provide EWL with a matrix of the design (in the agreed format);
2. Produce a first design version of the manifesto in English;
3. Based on the design matrix, produce versions of the manifesto in all national languages needed (around 23).

## **5. Duration and reporting of the research**

The final first version of the design matrix as well as manifesto in English are to be submitted to EWL no later than **29 May 2023**. The final versions in national languages are to be submitted to EWL by **end June 2023**.

The designer will coordinate with and report to Jérôme Andolfatto, Policy and Campaigns Officer, at the European Women's Lobby.

## **6. Profile, essential skills and attributes**

We are looking for a designer that has experience and can demonstrate the following:

- ✓ Have 3-5 years of relevant experience;
- ✓ Solid experience in developing eye-catching and clear documents;
- ✓ Ability to make content pop in a creative and engaging way;
- ✓ Ability to produce campaigning documents that showcase key information in an appealing way and within a deadline;
- ✓ Ability to work efficiently and respectfully within a multicultural environment;
- ✓ Experienced communicator, including in a digital environment;
- ✓ Fluency in English – both oral and written;
- ✓ Flexibility and reactivity;
- ✓ Strong commitment to intersectional feminism and women's rights;
- ✓ Deep respect for diversity, and demonstrated commitment to the promotion of a diverse and inclusive Europe;
- ✓ Have the right to work in the EU.

## **7. Details of consultant fees and agreements**

The details for entering into agreement for consultant fees, tasks and responsibilities, accountabilities and binding agreements will be discussed during the application process and are to be entered into contract between the European Women's Lobby and the selected candidate with an attached Terms of Reference (ToR).

## **8. HOW TO APPLY**

Interested candidates are requested to submit an application to the European Women's Lobby via email to [andolfatto@womenlobby.org](mailto:andolfatto@womenlobby.org) along with a:

- copy of their CV (2 pages maximum);
- 2-page proposal for how this work will be carried out, including collaboration with EWL and detailing the timing and the methodology (please specify the details of costs);
- portfolio of their work.

Please include in the e-mail subject line: **"Application - External Consultant: Manifesto Designing and Editing - YOUR NAME"**.

Closing date for applications is **28 April 2023** at midnight CET.

**Applications not respecting the instructions will not be considered.**

Interviews of shortlisted candidates will be held the week of **9 May 2023**. Interviews through Skype are possible. The ideal candidate should be able to start as soon as possible.



**Funded by  
the European Union**