

# TERMS OF REFERENCE

Designing and Creating an online newsletter 2015

FOR ROSA-LUXEMBURG-STIFTUNG SOUTHEAST ASIA – REGIONAL OFFICE IN VIETNAM (RLS SEA)

## 1. Introduction

The Rosa Luxemburg Stiftung (short forms the "RLS" or "Rosa") originated from the registered association in Germany once called "Social Analysis and Political Education" and founded in Berlin in 1990. In 1996, the RLS was recognised by the Party of Democratic Socialism (PDS) as its close political education institution. The Party of Democratic Socialism transformed itself into "Linkspartei" ("Left Party"), which together with the so-called "WASG" formed the new party "Die LINKE" ("The Left") in 2007. Nowadays, the RLS is affiliated with this German political party and works closely together with "The Left" worldwide.

The RLS has become a provider of civic education and a centre for progressive social research in both Germany and throughout the world. As one of six party-affiliated political foundations in Germany it supports partners in developing countries striving for social justice, strengthened public participation and economic development. In April 2009, the RLS Regional Representative Office for Southeast Asia was opened in Hanoi (Vietnam) managing activities and partnerships in Vietnam, Cambodia, Laos and Myanmar.

In the Southeast Asian region, Rosa embraces the mission of assisting transformation countries, such as Cambodia, Laos, Myanmar and Vietnam to a socially just, sustainable, participatory and democratic society. Currently, it is cooperating with approximately 15 partner organisations like academic institutions and "grass-root" organisations as well as state partners on a variety of issues within the three components of social justice, socio-ecological transformation (SET) and participatory politics.

RLS SEA seeks to compile/ design an online newsletter with focus on Rosa's activities and RLS partners in the field of SET.

## 2. Scope of assignment

In the above context, RLS SEA invites tender with following tasks:

### **Designing and Creating an online newsletter including:**

- Drafting a concept for online newsletter (based on RLS Corporate Design Guidelines – only available in German language) for the purpose of publication on the RLS SEA website and distribution via email by RLS staff.
- Creating a technical solution for a template of a newsletter which is feasible to adaptation (professional layout in Adobe in Design and Photoshop);
- Image processing on RLS SEA's image material (colour correction, resizing);
- Cooperate with the RLS photographer for related to the newsletter (image selection and processing);

- Work with RLS SEA's webpage admin to up-load the online newsletter on RLS SEA's website.

### **3. Requirements**

- Proven strong practical background in graphic web design
- Show a clear and professional style of design with an understanding to implement these skills an official RLS SEA setting.
- Proven experience of graphic production in publishing/printing products with knowledge of printing processes (offset and digital) and color management;
- Good understanding of new and evolving technologies and digital platforms;
- Knowledge of standard software packages (MS Office–MS Access–MS Visio –Adobe Acrobat);
- Interested in the political and economic development of Vietnam, as well as the ASEAN region, RLS SEA work.
- Fluently in English language;

### **4. Application requirement**

- Most updated CV
- Please send your offers including estimated working hours and price until 11th December 2015 to the below mentioned e-mail address.

Further information can be obtained at RLS website at <http://rls-sea.de/>

**Contact person:** Ms. Nguyen Thi Trinh - Event Officer - at the e-mail address [nguyen.thitinh@rosalux.vn](mailto:nguyen.thitinh@rosalux.vn)

**Please refrain from phone inquiries.**

**We only consider applications meeting all above required conditions.**