

-Request for Quotation -
**Piece Work Graphic Designer for Home Adaptation
Assessment Program, ICCA, University of Waterloo**

Overall Objective: We are looking for a talented individual who will combine marketing and graphic design expertise to develop program brand standards (logo, colours, font), and create visual communications materials (brochures, flyers, infographics) that represent the Home Adaptation Assessment Program's brand consistently in its advertisement and educational materials, both in print media and online formats. On a piece work basis, the designer will work with the Coordinator to create promotional pieces that meet the established brand standards as required. Time demand and hourly rate of pay to be negotiated upon application. The work will be supervised by the Home Adaptation Assessment Program Coordinator.

About the Home Adaptation Assessment Program (HAAP): The Home Adaptation Assessment Program (HAAP) helps homeowners reduce their risk of basement flooding and minimize damage in the event that flooding does occur. Services for homeowners consist of a custom 50-point site assessment and prioritized action plan, web resources, a customer help line, and seasonal maintenance reminders.

The program's one-on-one, practical, problem-solving approach maximizes uptake of priority actions by supplying homeowners with tailor-made resources. Examples include how-to videos, tips for finding qualified contractors, information about how to access local subsidies and how to qualify for risk adjusted insurance premiums.

HAAP's integrated communications and marketing approach is developed in consultation with local government, conservation authorities and community groups. Collaboration ensures that HAAP delivery is complementary to and enhances results of existing flood risk mitigation programs.

All communications materials must reflect a high level of professionalism in line with project partners, including local government, university and the insurance industry.

Home Adaptation Assessment Program in the Media:

CHCH, August 2016: [Burlington prepares for climate change](#)

Hamilton Spectator, August 2016: [Burlington testing ground for anti-flooding project](#)

640 News, August 2016: [City of Burlington launches flood risk assessment pilot](#)

Inside Halton, August 2016: [Burlington 'anchor' city for deployment of pilot program to reduce basement flooding.](#)

About the Intact Centre for Climate Change (ICCA): The Intact Centre on Climate Adaptation (Intact Centre) is an applied research centre at the University of Waterloo. The Intact Centre was founded in 2015 with a gift from Intact Financial Corporation, Canada's largest property & casualty insurer. The ICCA helps

homeowners, communities and businesses to reduce risks associated with climate change and extreme weather events. Visit our website here: <http://www.intactcentreclimateadaptation.ca/>

Contract length/Time Demand: Irregular work hours, piece work, January- October 2017

Responsibilities:

- Assist the HAAP Director and Coordinator with development of brand standards that are in line with municipal, provincial, and corporate funders.
- Design and layout all advertisement/marketing pieces such as flyers, fact sheets, infographics newspaper ads, web ads, and brochures for a homeowner audience. (ICCA will provide content)
- Maintain, update and prepare existing HAAP material to meet brand standards.
- Utilize various graphic software programs to design and produce brochures, ads, flyers for print and online.
- Demonstrate confidence and collaborative attitude with all team members.
- Possibility of additional piecework contracts as required, depending on the ICCA's needs.
- Other duties as required.

Request for Quotes:

Please provide us with your hourly rate and estimated range of effort for each of the following required services. The ideal candidate will be available to complete all required services within the allotted timeline at a competitive rate.

Required Services	Description	Completion Timeline	Hourly Rate (\$/hour)	Range of Estimated Effort (# of hours)
Brand Development	Work with the HAAP Coordinator to develop brand standards for the Home Adaptation Assessment Program.	January		
Logo Design	Work with HAAP Coordinator to develop a project logo for website and print materials.	January		
Develop Marketing Material	Work with HAAP Coordinator to develop 1 direct mail flyer, 1 door hanger, 1 lawn sign , 2 print-ads	January – April		
Educational Materials	Design template for factsheets	February – April		

Requirements:

- Possession of creative flair, versatility, conceptual/visual ability, and originality.
- Demonstrable graphic design skill with a strong portfolio.
- Able to work independently, set and prioritize projects to meet deadlines in a fast-paced environment.
- Excellent interpersonal and communication skills and works well with others as part of a team.
- Up to date with industry software (In Design, Illustrator, Photoshop, etc.).
- Professionalism regarding time, cost, and deadlines.

Additional Requirements:

- Successful candidate must have access to a computer, design software, and office space. These items will not be provided by the ICCA.

Timing:

RFQ Posting – December 19th 2016

RFQ Responses – January 9th 2017 at 5:00pm

Selection Process – Week of January 9th 2017.

Submission of Quotations:

Please provide:

1. **Resume and cover letter.**
2. **A quotation of hourly rate for providing required services – broken down by service type if necessary, or provided as a blended rate.**
3. **Estimate number of hours needed to complete required services outlined above.**
4. **Link to website and/or online portfolio of your past design work.**
5. **Name and contact information of two previous clients who could be contacted to provide references for your work.**

All responses to this Request for Quotations are due by Monday January 9th at 5:00pm.

**Please email your response to Rob Leone, Home Adaptation Assessment Coordinator
rob.leone@uwaterloo.ca and label the email – RFQ Response, HAAP Graphic Design.**