

FEBRUARY 2025

# Terms of Reference

## Graphic Designer & Video Illustrator (Freelance)

### IRMA Overview

Mined materials form the backbone of modern industrialized societies, embedded in everything from our electronics to our vehicles, jewelry and infrastructure. Mining companies provide the materials necessary for these industries. Mining also has a legacy of long-term negative impacts, from contaminated water and landscapes, to risks to human rights, worker safety and Indigenous Peoples rights. The world is now expecting even more from mining operations, especially given their role in the global energy transition and in addressing the industry's historical legacy.

The Initiative for Responsible Mining Assurance (IRMA) offers a constructive and solution-oriented path forward. IRMA was founded on the belief that everyone impacted by mining should have a say in how responsible mining is defined and measured. Uniquely, IRMA was co-created by six diverse sectors, ensuring communities, workers, and NGOs are given an equal voice alongside mining companies, purchasers of mined materials, and finance professionals.

By convening experts, advocates, and industry leaders across these sectors, IRMA has developed an independent, best-practice standard for responsible mining, as well as a transparent process for assessing mine performance against that standard. As more audit reports are released, stakeholders are seeing that this system, built by all sectors, has concrete benefits for each one.

### Objective

The IRMA Secretariat is seeking a skilled Graphic Designer and Video Illustrator team or individual to create four high-quality, engaging introduction videos targeting key stakeholders in Indonesia's mining sectors and a set of graphics and illustrations for use by IRMA:

1. Labor representatives
2. Mining-impacted communities
3. Non-Governmental Organizations (NGOs)

#### 4. Mining companies

The videos will explain the concept of **responsible mining**, introduce the **Initiative for Responsible Mining Assurance (IRMA)**, and communicate its benefits and applications for each stakeholder group.

#### Scope of Work

- Collaborate with project leads to conceptualize and storyboard four distinct videos tailored to the needs of each audience.
- Develop visually appealing graphics and illustrations that resonate with the Indonesian cultural and mining context.
- Animate and edit videos to effectively communicate complex ideas in an accessible and engaging manner.
- Integrate feedback from stakeholders to refine and finalize video content and graphics and illustrations.

#### Deliverables

- Four fully produced videos (approx. 3-5 minutes each), in Bahasa Indonesia and English, ready for online and offline distribution.
- Custom illustrations and graphics as editable source files for future modifications.

#### Project Timeline

- 27 January - 28 February 2025: Call distribution
- 1 March - 21 March: Selection process
- 26 March: Announcement
- April - July: Video production
- August: Videos released and distributed

#### Required Qualifications

- Proven experience in graphic design and video production, with a strong portfolio of similar work.
- Proficiency in design and animation software (e.g., Adobe Creative Suite, After Effects, Premiere Pro).
- Demonstrated ability to convey complex ideas visually and through storytelling.
- Understanding of Indonesia's mining sector or willingness to learn about its dynamics and key stakeholders.

- Strong communication skills and ability to work collaboratively with diverse teams.
- Fluency in Bahasa Indonesian and English is highly preferred

## Preferred Qualifications

- **Experience working on projects related to environmental or social advocacy:** Experience in advocacy and proven track record of creating visual content for social or environmental advocacy campaigns, particularly in the areas of labor rights, environmental protection, or mining-related issues.
- **Proficiency in cross-cultural communication:** Ability to craft visuals and narratives that resonate with diverse audiences, ensuring inclusivity and cultural sensitivity.
- **Storytelling expertise:** Experience in developing compelling narratives that simplify complex issues while maintaining accuracy and engaging viewers.
- **Language skills:** Proficiency in both Bahasa Indonesia and English to ensure linguistic accuracy and culturally relevant messaging.
- **Adaptability and innovation:** Ability to tailor creative approaches to suit the varying needs of different stakeholders, including mining-impacted communities, NGOs, labor groups, and corporate entities.
- **Technical expertise:** Advanced skills in design and animation tools, with experience incorporating diverse media formats such as motion graphics, voiceovers, and subtitles.
- **Commitment to deadlines and collaboration:** A history of delivering high-quality work on time, along with a collaborative mindset for working with multidisciplinary teams and incorporating feedback effectively.

## Selection Criteria

The IRMA Secretariat will select the translator or translation company based on the following criteria:

- Qualifications and experience of the translator(s)
- Quality of a sample of previous translation work (no more than 5 pages total)
- Quality of a short sample translation document provided by IRMA
- Competitiveness of the fee proposal
- Timeliness

IRMA is an Equal Opportunity employer. All employment decisions at IRMA are based on organizational needs, job requirements and individual qualifications, without regard to race, color, religion, national origin, gender identity, sexual

orientation, age, disability. We will not tolerate discrimination or harassment based on any of these characteristics.

## Budget

The maximum available budget for this project is US\$10,000.

## Confidentiality

The team or individual will be required to sign a non-disclosure agreement before commencing work. All information provided by the IRMA Secretariat, including documents to be translated, will be considered confidential.

## Application Process

Interested candidates should submit the following documents to the IRMA Secretariat by **March 13, 2025**:

- A brief cover letter outlining your experience and interest in the project.
- Portfolio of previous work, highlighting relevant projects.
- Proposed timeline and budget for the project.
- At least two references connected to your portfolio.

Submit your application to [careers@responsiblemining.net](mailto:careers@responsiblemining.net) by February 20, 2025.

Applications should be submitted electronically to [careers@responsiblemining.net](mailto:careers@responsiblemining.net) with an email header starting with "Indonesian Translator Application."

We encourage applications from designers and illustrators based in Indonesia or those with experience working in Southeast Asia.

## Contact Information

For any questions about this Terms of Reference or the application process, please contact:

Andre Barahamin, Community Outreach Coordinator, Indonesia  
[abarahamin@responsiblemining.net](mailto:abarahamin@responsiblemining.net)