

## TERMS OF REFERENCE

### INTERNS



**Position (Title): Visual Design Contributors (2)**

**Section: Polio**

**Location: Islamabad**

Section	Content
Scope of Work	<ul style="list-style-type: none"><li data-bbox="443 465 1034 499">• <b>Why the intern is required (Justification)</b></li></ul> <p data-bbox="400 533 1422 689">The Pakistan Polio Eradication Initiative (PEI) operates under a Level 3 (L3) emergency designation, reflecting the urgency, scale, and complexity of the polio situation in the country. In this complex environment, communications play a vital role in building public trust, promoting vaccine uptake, and countering misinformation.</p> <p data-bbox="400 723 1422 1014">To meet the demands of this evolving communications landscape, the programme seeks to engage interns as Visual Design Contributors to support the development of impactful, culturally relevant, and accessible visual content. The intern modality provides a unique opportunity to bring in fresh, creative energy while offering early-career professionals hands-on learning experience in a real-time health emergency response setting. These contributors will not only strengthen the capacity of the communications team but also gain insight into how design intersects with public health, social behaviour change, and humanitarian coordination in one of the world's most complex emergency health programmes.</p> <ul style="list-style-type: none"><li data-bbox="443 1081 1185 1115">• <b>Organizational context and brief project description</b></li></ul> <p data-bbox="400 1149 1422 1350">The Pakistan PEI is a multi-agency public health initiative coordinated by the National Emergency Operations Centre (NEOC) under the Government of Pakistan. As the programme continues to address the circulation of polio across the country, the NEOC plays a central role in coordinating provincial and national campaigns, ensuring alignment across technical, operational, and communication strategies.</p> <p data-bbox="400 1384 1422 1641">Under the leadership of the Communications Specialist, the communications team produces a wide array of materials to inform and engage the public, support frontline workers, and elevate the voices of communities. The Visual Design Contributors will become part of this high-functioning team, directly supporting national campaigns by creating design products for print, digital, and community outreach. Their work will contribute to health promotion, social mobilization, and risk communication efforts, all within the framework of an L3-designated public health emergency.</p> <p data-bbox="400 1742 1034 1776"><b>The Intern will be responsible for the following:</b></p> <p data-bbox="400 1809 1422 1962">Interns serving as Visual Design Contributors will be immersed in the communications team and offered an opportunity to develop professional skills while contributing meaningfully to the programme's outreach. Their responsibilities will provide exposure to real-world workflows, creative feedback processes, and multi-stakeholder coordination, particularly in the context of</p>

emergency response communications. Under the supervision of the Graphic Design Lead and in collaboration with the digital and outreach teams, the interns will:

particularly in the context of emergency response communications. Under the supervision of the Graphic Design Lead and in collaboration with the digital and outreach teams, the interns will:

1. **Support Creation of Visual Design Outputs** – Develop a broad range of design products, including digital and print materials such as posters, social media visuals, event backdrops, infographics, and public awareness products.

**Deliverables:**

- Produce high-quality digital and print assets aligned with PEI branding and messaging.
2. **Adapt Visual Designs for Local Contexts** – Participate in adapting national-level designs into culturally sensitive, locally relevant formats to support outreach in diverse provinces and districts.

**Deliverables:**

- Produce localized versions of campaign materials for at least 3 provinces per quarter.
3. **Develop Visual Design Storytelling Products** – Gain experience creating illustrations, animations, branded items, and other promotional collateral for public health campaigns.

**Deliverables:**

- Create at least 5 storytelling assets (illustrations, animations, or branded items) per month.
4. **Prepare Visual Design Print-Ready Assets and Maintain Design Systems** – Assist in preparing print-ready assets and maintaining organized design templates and systems.

**Deliverables:**

- Ensure all assets are print-ready and maintain an updated design library.
5. **Participate in Brainstorming and Planning Sessions** – Join planning sessions to contribute creative ideas and learn from experienced communications professionals.

**Deliverables:**

- Actively contribute at least one new idea or concept per planning session.
7. **Support Behaviour Change and Public Trust Goals** – Learn how visual design supports behaviour change, fosters trust in public institutions, and contributes to progress in complex humanitarian settings.

**Deliverables:**

- Ensure all design outputs align with SBCC objectives and public health messaging priorities.

### **Qualifications**

- Currently enrolled in an undergraduate, graduate, or Ph.D. programme, or have graduated within the past two years.
- Academic background in communication, marketing, visual design, or journalism.
- Training or experience in design for public health communication is an advantage.
- Familiarity with designing for multiple platforms (e.g., social media, outdoor, print).
- No immediate relatives (e.g., parent or sibling) working in any UNICEF office, and no relatives in the reporting line of the internship supervisor.

### **Skills**

- Proficiency in using visual and audio design tools (Canva, Adobe Suite, etc.) is required.
- Ability to multitask, manage projects, and meet tight deadlines.
- Self-starter mentality, capable of working independently.
- Strong interpersonal skills and able to collaborate effectively with team members.

### **Languages**

- Proficiency in English and Urdu is mandatory. Knowledge of any other local language is considered an asset.

By contributing to this work, the interns will gain practical experience in emergency communications and build a design portfolio rooted in real impact and public service.

**Duration**      The duration of the assignment is 6 months.

