

United Nations Children's Fund (UNICEF)

Vientiane, Lao PDR

Terms of Reference

1. Background

For 75 years, UNICEF has been working on the ground in 190 countries and territories to promote children's survival, protection, and development. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations, and governments.

UNICEF Lao PDR is committed to support Government of Lao People's Democratic Republic in its efforts to promote and protect rights of all children and to ensure quality and equity in healthcare for all the citizens. In continuation with these efforts, UNICEF Lao PDR is glad to be supporting the Ministry of Health to promote COVID-19 vaccination and its safety and effectiveness.

In collaboration with the National Immunization Program (NIP), Centre of Communication and Education for Health (CCEH), World Health Organization (WHO) along with other development partners, UNICEF has supported the nationwide campaign- #VaccinateLaos. The campaign was launched to align with the vaccination rollout in the country in 2021.

The campaign not only advocates for the safety and effectiveness of the vaccine but also aims at building trust and awareness and reiterates importance of following COVID appropriate behaviors (CABs) like hand washing, wearing mask and maintaining physical distance. The campaign has been receiving positive response and active engagement from vaccine recipients resulting in spreading the positive message and encouraging more people to get vaccinated.

Along with the campaign on social media platforms, UNICEF is also working closely with CCEH and mass organizations in Lao PDR to implement risk communication and community engagement (RCCE) activities. These activities are aimed at ensuring ownership, accountability and responsibility of communities to increase uptake of vaccination.

2. Context

The COVID-19 pandemic is causing unprecedented human and economic costs in all countries and societies across the world. Recently, COVID-19 cases have been fluctuating, despite the ongoing rollout of its vaccination drive. However, the vaccination rollout has been facing few challenges in terms of ensuring communication of accurate and updated information. With the volatile nature of the situation, the information has been evolving and updating, globally as well as in Lao PDR.

It is the exact reason why there is a need to scale up the communication efforts by emphasizing on the importance to trust the safety and effectiveness of the vaccine, to get vaccinated and to continue practicing CAB irrespective of vaccination.

Along with these objectives to achieve, it is also vital to ensure the continuity of routine immunization. Although children may not be at the face of the COVID-19 pandemic, they are one of its biggest victims as their very future is being threatened. Many children in the Southeast Asia region, including those in

Lao PDR, are now being deprived of access to lifesaving immunizations due to the disruptions to key health services caused by COVID-19.

It is essential to strengthen communication around COVID-19 vaccination as well as routine immunization in Lao PDR. Only by doing so lives of families and children be restored from the damage caused by COVID-19 and ensure that no one is left behind.

3. Purpose

UNICEF Lao PDR plans to procure the services of a communication consultant with expertise in graphic designing as well as coordination related to various communication activities. This is a full-time consultancy which would involve the development of a series of promotional materials (posters, infographics etc.), publications (brochures, booklets, leaflets, etc.), panel exhibitions (backdrops, banners, standee, etc.) and social media campaign materials (graphics, content, etc.) to support UNICEF's efforts in streamlining COVID-19 communication and routine immunization communication activities. The consultancy would also entail regular coordination with various implementing partners regarding dissemination of communication materials.

The consultant must be a mid-level professional and a graphic designer with prior experience in using various graphic design software as well as knowledge of basic audio-video editing software. Consultant is also required to have experience in designing similar and relevant communication materials. Consultant should also be experienced in handling external partners/ vendors. Consultant must have experience in designing multiple communications products – as described above - and must guarantee timely delivery of various communication materials. The consultant is also expected to manage dissemination of various communication materials through the national and regional partners.

4. Work Assignment

Under the overall guidance of Chief of Health in UNICEF Lao PDR and Chief of NIP, the consultant will work closely with the CCEH and UNICEF Lao PDR to produce graphic design of the communication material requested. In particular, the consultant will:

- Convert text-based communications materials into visual graphic design materials such as infographic, social media posts and graphics, posters, brochures, backdrop, etc.
- Develop designs for communication materials based on the specific assignment brief.
- Provide recommendations on the best and most relevant visual design style and materials suitable for the target audience.
- Liaise with the NIP and CCEH and report to UNICEF Lao PDR regarding any visual design work.
- Provide inputs and suggestions regarding dissemination of finalized communication materials.
- Perform generic tasks on the coordination role for dissemination of communication materials.
- Support NIP Immunization Unit at the provincial and district level in organizing district level workshops, briefings and trainings on the need of strengthening risk communication and community engagement (RCCE), in which local government health officials, health workers, members of Village Development Committees, mass organization and local media would participate.
- Support the health center staff to conduct social mobilization and RCCE activities with the village chiefs, community leaders and Village Health Volunteers on the benefits of COVID vaccination and reaching zero-dose children for vaccination.
- Support the district and HC-level staff in implementing targeted messages in local languages using appropriate means of communication to reach underserved, hard-to-reach and remote communities.

5. Expected Deliverables

Deliverables	Timeframe
1. Development of posters, brochures, leaflets, flyers, etc. as required	Throughout consultancy period
2. Development of visuals and content for social media campaigns; Layout design for project reports	Throughout consultancy period
3. Development of infographics and factsheets	Throughout consultancy period
4. Design for project communications collaterals such as: notepad, bag, jackets, backdrop, banners, t-shirts/hats, calendars, etc.	Throughout consultancy period
5. Visual design for presentations; Custom photo editing (restoration, noise reduction, tonal adjustment); basic audio and video editing	Throughout consultancy period

As and when any of the above services will be required, NIP, CCEH, UNICEF Lao PDR and consultant will agree on work input, number of working days necessary and deadline prior to commencement of work. For each agreed communication material assigned the consultant will:

- Design and layout the assigned communication product
- Submit the preliminary layout options for discussion with NIP, CCEH and UNICEF Lao PDR
- Revise the selected layout as discussed with NIP, CCEH and UNICEF Lao PDR
- Submit the draft to NIP and CCEH for proofreading (up to 4 rounds of corrections to be covered under the agreement)
- Ensure all corrections have been incorporated
- Obtain a final sign off from NIP, CCEH and UNICEF Lao PDR before finalizing the communication materials and disseminated them as per their relevance
- Prepare the electronic files for the printer as per their requirements
- Send electronic files to printer and liaise with printer during printing process
- Make final corrections to electronic files
- Develop PDF and/ or other relevant file extensions from final electronic file
- If the project is to be done in multiple languages, the same proofreading procedure described above applies
- Perform generic tasks on the coordination role for dissemination of communication materials

6. Competencies

Professional

- Displays respect for diversity in terms of cultural, gender, religion, race, ethnicity, nationality, age sensitivity and adaptability.

Functional

- Excellent graphic design and creative skills
- Proficiency in various design software
- Experience in development of statistics, charts, and social networking
- Internet research skills, ability to handle and interpret data
- Good writing skills
- Be creative and proactive

- Ability to conceptualize, plan and execute innovative ideas
- Displays open, co-operative behavior with other team members
- Remains calm and in control, and good humored even under pressure
- Responds positively to critical feedback and differing points of view
- Sets priorities, produces quality outputs
- Flexibility to attend events during weekends, if needed
- Desire to work with and gain the confidence and respect of people with different language, national, ethnic and cultural backgrounds
- Respect for the principles of the Government of Lao PDR and United Nations
- Ability to multitask, respect timeframes and meet deadlines

7. Qualifications or Specialized Knowledge/Experience Required

Education

- Bachelor's Degree in graphic design or any other related qualifications including art and design.

Experience

- At least 4 years of work experience in graphic design.
- Strong theoretical and practical background in graphic design, including the use of design software such as Adobe Design Premium, In-Design, Photoshop, CorelDraw, or similar; At least 3 examples of previous works to be shared.
- Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and color management. At least 3 examples of previous works should be demonstrated.

Language

- Native Lao individual with written and spoken proficiency in English
- Working knowledge of any other language is an asset

Location and Duration:

The consultant is expected to be a Lao national. The duty station will be at the NIP office in Vientiane Capital, Lao PDR.

The contract will be effective from the date of signing the consultancy agreement up to 11.5 months, with the possibility of extension depending on the funding.

8. Reporting Requirements

The consultant will submit monthly progress reports and deliverables electronically to Immunization Officer, UNICEF Lao PDR.

9. Contract supervisor

Immunization Officer, UNICEF Lao PDR

10. Nature of 'Penalty Clause' to be Stipulated in Contract

Unsatisfactory performance: In case of unsatisfactory performance the contract will be terminated by notification letter sent ten (10) business days prior to the termination.

Performance indicators: Consultants' performance will be evaluated against the following criteria: timeliness, quality, and relevance/feasibility of recommendations for UNICEF Lao PDR.

11. Submission of applications

Interested candidates are kindly requested to apply and upload the following documents to: <http://www.unicef.org/about/employ/>

- Letter of Interest (cover letter)
- CV or Resume
- Performance evaluation reports or references of similar consultancy assignments (if available)
- Financial proposal: All-inclusive lump-sum cost including breakdown by consultancy, fee, medical insurance covering medical evacuation (from provinces to the duty station) for the whole duration of the assignment and travel for this assignment as per work assignment.

The deadline for applications is 11 August 2022

12. Assessment Criteria

Two stage procedure shall be utilized in evaluating proposals, with evaluation of the technical proposal being completed prior to any price proposal being compared.

Applications shall therefore contain the following required documentation:

1. Technical Proposal, including a cover letter, updated CV, and copies of 2 relevant evaluations performed earlier by the consultant.
- 2 Financial Proposal: Lump-sum offer with the cost breakdown: Consultancy fee, and medical insurance covering medical evacuation (from provinces to the duty station) for the whole duration of the assignment.

No financial information should be contained in the technical proposal.

For evaluation and selection method, the Cumulative Analysis Method (weight combined score method) shall be used for this recruitment:

a) Technical Qualification (max. 100 points) weight 70 %

- Degree Education in Public Health, International Development, Social Science, Community Development (30 points)
- Knowledge of advocacy and communication tactics and social media management for which a test might be conducted (30 points)
- Experience in content creation, social media monitoring, digital engagement (30 points)
- Quality of past work (e.g. understanding, methodology) (20 points)

b) Financial Proposal (max. 100 points) weight 30 %

The maximum number of points shall be allotted to the lowest Financial Proposal that is opened /evaluated and compared among those technical qualified candidates who have attained a minimum 70 points score in the technical evaluation. Other Financial Proposals will receive points in inverse proportion to the lowest price.

Medical Insurance: the cost of medical insurance, including Medical Evacuation (required for consultants who are not working from their home, this will be from provinces to the duty station) should be included in the proposal.

The Contract shall be offered to candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.]

13. Programme Area, Outputs and Specific Key Results Areas in the Rolling Work Plan

Section Request: Health

Programme Area: 100

IR: 002

Milestone: 1 Strengthened immunization services to improve vaccination coverage and reach under-immunized children and missed communities

Included in approved AWP: Yes No