United Nations Children's Fund
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unicef🙂
for every child

CONSULTANCY - TERMS OF REFERENCE
JUNIOR GRAPHIC DESIGNER
Division: UNICEF Office of Innovation - Giga
*Duration: **12 months (Deliverable-based)***
Duty Station: Barcelona, Spain

Advertising summary
We are seeking a talented and versatile Junior Graphic Designer to join Giga, an initiative to connect every school in the world to the Internet and every young person to information, opportunity, and choice. The UI designer will work within an interdisciplinary team to develop, prototype, and advise on new products and solutions that will help us achieve the goal of connecting every school, and every community, to the internet by 2030.

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Child Safeguarding
Is this project/assignment considered as "Elevated Risk Role" from a child safeguarding perspective? ☐ YES   ☑ NO

If YES, check all that apply:

Direct contact role   ☐ YES   ☑ NO
If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

☐

Child data role   ☐ YES   ☑ NO
If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

☐

More information is available in the Child Safeguarding SharePoint and Child Safeguarding FAQs and Updates

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. To save their lives. To defend their rights. To help them fulfill their potential.

Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone.

And we never give up.

For every child...innovate

UNICEF has a 70-year history of innovating for children. We believe that new approaches, partnerships and technologies that support realizing children's rights are critical to improving their lives.

The **Office of Innovation** is a creative, interactive, and agile team in UNICEF. We sit at a unique intersection, where an organization that works on huge global issues meets the start-up thinking, the technology, and the partners that turn this energy into scalable solutions.

About Giga

Launched in 2019 as a joint initiative between UNICEF and ITU, **Giga** has set the ambitious goal to connect every school in the world to the internet. Half of the world's population has no regular access to the Internet. Millions of children leave school without any digital skills, making it much more difficult for them to thrive and contribute to local and global economies. This has created a digital divide between those who are connected and those who are not, a divide that has become even wider during the Covid-19 pandemic. UNICEF and ITU have therefore joined forces to create **Giga**, an initiative to connect every school in the world to the Internet and address this new form of inequality.

Giga focuses on connecting schools so that children and young people have access to information, opportunity, and choice. It also uses schools as anchor points for their surrounding communities: if you connect the school, you can also connect local businesses and services. This creates opportunities for service providers to generate revenue from paying users, making connectivity more sustainable. A 2021 report by the Economist Intelligence Unit found that a 10% increase in school connectivity can increase effective years of schooling by 0.6% and increase GDP per capita by 1.1%.

You can read more about Giga's work at https://giga.global/ and by following us on twitter @Gigaglobal

How can you make a difference?

Giga is seeking a talented and motivated Junior Graphic Designer to join our Design team. This role will provide the opportunity to work across various facets of our design work collaborating with cross-functional teams to create effective designs that elevate our Giga Brand and the ongoing development of the Giga Product Suite.

The candidate will be working with Giga's Design Team in a hybrid manner across both Brand Design and Product Design, together with UX and UI designers, Design Lead, and other Graphic Designers (Communications team). We are a small, multi-tasking creative team working in an agile way in developing multiple products in an ambitious tech startup environment. The team often collaborates with external agencies and companies as part of the design production.

Giga takes large ideas and makes them a reality; so being able to communicate complex and abstract ideas using data-driven decisions and clear visual, verbal, and written language is crucial. The candidate should exemplify strong creative and conceptual thinking and expertise in graphic design for digital and print mediums.

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Your main responsibilities will be / (Key outputs)

1. **Brand Design:**
   o Assist in maintaining and evolving the Giga Brand guidelines.
   o Be part of conceptualizing creative concepts.
   o Design visual identities, both for tech products and other initiatives.
   o Design illustrations and high-quality graphic design for various platforms.
   o Develop animation design that enriches our storytelling.
   o Create data visualizations that translate complex information into engaging visuals.
   o Occasionally support the Communications team in developing creative concepts for their marketing material and social media.
   o Layout design for presentations, reports, and publications.
   o Evolve the Giga Design Library with templates, photography, icons etc.

2. **Product Design:**
   o Develop Creative Concepts that support product designers (UX and UI) and Tech Team in enhancing our product offers and raising delight in our users.
   o UI Design: Contribute to the design of user-friendly interfaces that are both intuitive and visually appealing.
   o Creative Coding: Use code to create dynamic and interactive visual experiences for users.
   o Develop motion graphics that enhance user engagement and storytelling.
   o Participate in feedback on design iterations.
   o Support the larger Giga Team with their ongoing graphic design needs.

Description of assignment

#	Tasks	Deliverables/Outputs	Delivery deadline
1	Giga Design Library. Templates, graphics, and illustrations (Brand)	• Review of current and old template library • Interviews with team members on their material need. And clarify expectation and needs. • Design identified material (ongoing) • Plan of Action for the first quarter on identified priorities	Month 1
		New Giga Hero Deck: Consolidate existing UI Components and Style Guide Assets such as iconography,	Month 2

		buttons and form elements, typography etc within Figma File.	
2	Giga Brand Guide v2 (Brand)	Second phase of the design for the Giga Brand Guide, including chapter areas of UX, UI, and Communications	Month 3
			Month 4
3	UI Design (Tech Products)	Light Interactive mock-ups based on UX design for new products.	Month 5
		New designs based on feedback	Month 6
		Custom motion graphics for individual products in our Giga Suite.	Month 7
		• List of new opportunities for creative coding that allows for our product visuals to come to life. • Designs for identified assets	Month 8
		• Assets for the second phase of the Giga UI Design System.	Month 9
			Month 10
		• Library of data visualizations that enhances our data centric product's narrative	Month 11
4	Completion of contract	Progress report and knowledge transfer with asset handover	Month 12

To qualify as an advocate for every child you will have…
- A bachelor's degree in graphic design, Visual Arts, UI, Web Design, or a related field. *A master's degree in same related field is an asset.*
- Proficiency in design software such as Adobe Creative Suite (Illustrator, Photoshop, InDesign) and Figma is required.
- Knowledge of HTML/CSS and web design principles are required.
- Minimum 2 years of professional work experience in brand design, graphics or product design, or a related field.
- Strong portfolio showcasing a variety of design projects, including branding,
- digital media, and product design is required.
- Previous professional work experience in in tech or innovation environments are an asset.
- Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.

Travel:
- The consultant is expected to travel to Geneva one time (1 trip), for a stay of 4-5 nights.
- The consultant is responsible for arranging his/her own travel, including visa and travel insurance.

Payment details and further considerations
- Payment of professional fees will be based on the submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.
- Consultant is responsible for his/her own health and travel insurance.
- Consultant is responsible to arrange his/her own travel, including visa.

How to apply:
- Interested applicants are required to submit a financial proposal with an all-inclusive fee. Please see the financial proposal template.
- Financial proposal must include travel costs (economy class) and daily subsistence allowance, if travel is required as per TOR and any other estimated costs: visa, travel/health insurance.
- Portfolio and web link showcasing previous work and projects.
- **Applications without a financial proposal will not be considered.**

For every Child, you demonstrate…
UNICEF's values of Care, Respect, Integrity, Trust, Accountability, and Sustainability (CRITAS).

To view our competency framework, please visit here.

UNICEF is here to serve the world's most disadvantaged children and our global workforce must reflect the diversity of those children. The UNICEF family is committed to include everyone, irrespective of their race/ethnicity, age, disability, gender identity, sexual orientation, religion, nationality, socio-economic background, or any other personal characteristic.

UNICEF offers reasonable accommodation for consultants/individual contractors with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.
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Remarks:
Only shortlisted candidates will be contacted and advance to the next stage of the selection process.

Individuals engaged under a consultancy or individual contract will not be considered "staff members" under the Staff Regulations and Rules of the United Nations and UNICEF's policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws. For more information on Non-staff members IO based in Geneva, you can visit this link.

The selected candidate is solely responsible to ensure that the visa (applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.