

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

Title	Duty Station:
Graphic designer for Health Section	Home-based
Purpose of Activity/Assignment	
<p>As part of the implementation of the communication strategy, and in support of the Programme Clusters, UNICEF Indonesia is hiring a consultant who specializes in graphic design to develop and design materials related to the UNICEF programme activities on a part-time basis, and with particular focus on the work of the Health Section.</p> <p>These services will be performed in close collaboration with the Health Section, under direct supervision of the Health Specialists as relevant.</p>	
Scope of Work:	
<p>The consultant will provide graphic design, branding and ongoing user interface support for ICO's digital and offline projects. The consultant will also conceptualize and develop the branding and graphic design of dedicated digital platforms and other aspects of UNICEF's digital presence (i.e. website, Facebook, Twitter, Google+, Instagram, LINE, YouTube, Blogspot and LinkedIn), various materials (print, PowerPoint, proposals, guidance material) and other initiatives as requested.</p>	
Responsibilities:	
<ul style="list-style-type: none"> • Conceptualize and develop the design and branding for UNICEF-supported publications as well as materials for specific campaigns as agreed. • Work closely with Health Specialists and Health Officers to create these products. • Devise and create multimedia presentations, engaging and message-targeted infographics/factographs, short 1-2-minute videos and other communication materials as needed to showcase and promote UNICEF's work. • Conceptualize and develop communication material for UNICEF partners as and when needed, which are outside of the scope of UNICEF's branding guidelines. • Ensure third parties, vendors, and partners working with the Health Section provide products and services that are in line with UNICEF branding guidelines, Division of Communication Guidelines, and quality standards. • Explore and propose ways to convey information through design elements. • Conceptualize and develop communication materials for UNICEF partners as and if needed, which are outside of the scope of UNICEF's branding guidelines. • Contribute to meeting all design and project benchmarks. • Complete any and all project responsibilities in a timely fashion. 	

*Work Assignment Overview (SMART)		
Tasks/Milestone:	Deliverables/Outputs:	Timeline
<ul style="list-style-type: none"> • In close coordination with the Health Specialists and Health Officers conceptualize and develop the layout and design of publications and communication products. • Develop a branding strategy for all projects, building on and in line with 	Graphic design of visual communication materials including, but not limited to: <ul style="list-style-type: none"> - Posters - Flyers - Factsheets - Booklets - Reports - Infographics - Factographs 	Based on the assigned deliverables

<p>the organization’s global brand strategy,</p> <ul style="list-style-type: none"> • Work with Health Specialists and Health Officers under Health Section as well as with developers to provide design and branding support and ensure implementation of the section’s publications and communication projects as well as campaigns. • Provide design support for UNICEF’s web and social media platforms (i.e. unicef.or.id, supportunicefindonesia.org, UNICEF Indonesia’s presence on Facebook, Twitter, LINE, Instagram, blogspot and LinkedIn) and respective campaigns. • Conceptualize and design infographics/factographs to communicate key messages around specific topics. • Support other team members in the preparation of interactive multimedia presentations (PowerPoint, Keynote, etc.) <p>Coordinate projects with third party designers or companies when necessary.</p>	<ul style="list-style-type: none"> - Presentations - Proposals - Backdrops - Merchandises - Invitations - Award Certificates 	
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Supervisor:	Start Date:	End Date:	Number of Days (working)
<i>Health Specialist – Kenny Peetosutan</i>	<i>01/June/2022</i>	<i>30/April/2023</i>	<i>Part-time</i>

<p>Minimum Qualifications required:</p> <p><input checked="" type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other</p> <p>Enter Disciplines Graphic Design</p>	<p>Knowledge/Expertise/Skills required:</p> <ul style="list-style-type: none"> • <i>A minimum bachelor's degree in one of the following fields:</i> <ul style="list-style-type: none"> ❖ <i>Graphic design</i> ❖ <i>Media and communication</i> ❖ <i>Fine arts</i> ❖ <i>Other related fields</i> • Expert knowledge in graphic design and graphic design software, including but not limited to: Adobe Photoshop, Illustrator, InDesign, After effect, and the rest of the Adobe Creative Suite • Proven experience of graphic production from start to published/printed product with knowledge of printing processes • Advanced knowledge in concept and creation of specific graphic design assets, including infographics / factographs (for print and digital), data visualization, animation, and interactive presentations. • Provide sample of relevant previous design work(s), can be in a link to a shared folder. • At least 6 years of experience working in similar field • Able to work independently with minimal supervision • Copy writing experience is a plus • Comprehension of work, standards and practices of UN and other International Government/Humanitarian Organizations. • Self-motivated and results oriented. • Proven ability to deliver under tight deadlines. • Strong organizational and detail-oriented skills. • Understanding of UNICEF 's work is a plus. • Brings evidence of success in preparing successful branding products and marketing materials. • Good/excellent command of English.
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