**CONSULTANCY - TERMS OF REFERENCE**

**Title: Brand and Design Specialist**

*Division: (Office of Innovation)*

*Duration: (11.5 months – 250 working days)*

*Duty Station: (Remote)*

**Advertising summary**

UNICEF’s Office of Innovation (OOI) is seeking a Brand and Design Specialist to manage its brand in alignment with global UNICEF standards, including through developing a wide range of compelling, engaging communications products that reflect our bold ambition to discover, co-create, and scale bold approaches and solutions for every child, everywhere. The role requires expertise in branded marketing communications and graphic design, a passion for balancing brand evolution and adherence, attention to detail, ability to deliver top-quality products to tight deadlines, while working with a wide range of stakeholders across multiple teams and projects.

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**Child Safeguarding**

Is this project/assignment considered as “Elevated Risk Role” from a child safeguarding perspective? NO

If YES, check all that apply:

**Direct contact role** 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:

Text Box

**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):

Text Box

**More information is available in the** [Child Safeguarding SharePoint](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/SitePages/Amendments-to-the-Recruitment-Guidance.aspx) and [Child Safeguarding FAQs and Updates](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Child%20Safeguarding%20FAQs%20and%20Updates%20Dec%202020.pdf)

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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**

**How can you make a difference?**

UNICEF’s Office of Innovation is seeking an in-house Brand and Design Specialist to manage and evolve its brand, while producing strategic yet visually appealing internal and external communications products that help strengthen our narrative promoting our work, engaging a variety of stakeholders across sectors.

The Brand and Design Specialist will work with the Partnerships & Communications team to assist in the communication of the OOI narrative across mediums, designing an array of assets such as reports, fact sheets, infographics, advocacy materials, slide decks, one-pagers, social media images, videos, and other marketing materials. These will be aligned with the Office’s visual identity and branding guidelines.

The Brand and Design Specialist will have full access to UNICEF photo and footage inventory, will suggest content gathering and production with teams as fit, and will be provided a final copy for each assignment.

**Your main responsibilities will be:**

* Implement UNICEF’s Office of Innovation brand across all communications assets for internal and external audiences and iterate the brand system according to insights and learnings from previous product results
* Ensure consistency in the use of UNICEF’s Office of Innovation brand visuals and narrative across internal and external stakeholders, including internal teams, wider UNICEF networks, and external stakeholders
* Manage the evolution of the UNICEF Office of Innovation brand system in accordance with its strategy and indicators, and through ongoing collaboration with teams and Hubs on needs
* Manage and update the UNICEF Office of Innovation website for optimal performance; produce coherent web development and update across all OOI functions; ensure brand consistency
* Produce templates, proactively develop designs, and update a wide range of communications materials
* Deliver creative, engaging, and effective assets for print and digital platforms
* Review and initiate visual improvements to slide decks, briefing notes, reports, and other documents, while crafting supporting visualizations, artwork, infographics, and other graphic elements when needed for projects, campaigns, and events, in close collaboration with project and technical leads
* Supplement and manage innovation and thematic image and video libraries, documenting additional multimedia content that is produced and developed, including edited videos and gifs along with portfolio-specific materials
* Lead the implementation and evolution of the UNICEF Office of Innovation brand for visual display products, merchandise, and any other business needs, as well as branded visual assets for use before, during, and after events and key moments, working closely with teams attending and/or facilitating events
* Design and produce social media and any other public-facing assets

**Description of assignment**

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| --- | --- | --- | --- | --- |
|  | **Tasks** | **Deliverables/Outputs** | **Delivery deadline** | **% of payment/ Estimated combined working days** |
| 1 | Review Communications and Social Media Strategies and identify key calendar moments for campaigns in a content creation workplan  Assess asset performance on social channels and recommend materials for key calendar moments on OOI social channels  Produce wireframes of proposed new web pages and new website architecture maps  Implement approved new website structure with support of DGCA Digital Section | 1x content plan for Q3 and Q4  2x quarterly analytics report  5x web page development (ongoing management) | By the end of month 1 | 9 % |
| 2 | Develop and implement unifying brand strategies applicable across all OOI business units for all owned platforms including but not limited to digital and print media | 1x Website architecture wireframe  5x report designs and accompanying promotional assets | By the end of month 2 | 9% |
| 3 | Audit OOI brand products and templates and plan revisions and rollout  Design and develop internal and external one-pagers, insights, explainer videos, and other comprehensive assets that reflect the OOI brand while balancing innovation and impact | 5x report designs and accompanying promotional assets  2x video/gif design and production | By end of month 3 | 9% |
| 4 | Design and develop internal and external one-pagers, insights, explainer videos, and other comprehensive assets that reflect the OOI brand while balancing innovation and impact  Develop narrative for portfolio, initiatives, and hubs that align to OOI brand | 5x reports, 4x ppt decks  3x content packs of promotional assets  2x video/gif design and production | By end of month 4 | 9% |
| 5 | Produce wireframes of proposed new web pages and new website architecture maps  Implement approved new website structure with support of DGCA Digital Section  Design and develop internal and external one-pagers, insights, explainer videos, and other comprehensive assets that reflect the OOI brand while balancing innovation and impact | 5x web page development (ongoing management)  5x reports, 4x ppt decks  3x content packs of promotional assets  2x video/gif design and production | By end of month 5 | 9% |
| 6 | Develop and improve templates and theme-specific internal assets, including SharePoint pages, Capacity Building materials, and Slide Decks  Design and develop internal and external one-pagers, insights, explainer videos, and other comprehensive assets that reflect the OOI brand while balancing innovation and impact | Design and manage 1x SharePoint page  5x reports, 4x ppt decks  3x content packs of promotional assets  2x video/gif design and production | By end of month 6 | 9% |
| 7 | Produce visualizations, including fact sheets, reports, infographics, and videos in close collaboration with technical leads and Partnerships & Communications team  Design and develop internal and external one-pagers, insights, explainer videos, and other comprehensive assets that reflect the OOI brand while balancing innovation and impact | 2x data visualisation packs  3x content packs of promotional assets  2x video/gif design and production | By end of month 7 | 9% |
| 8 | Regular iteration and improvement of brand systems and elements to meet the needs of stakeholders while respecting the UNICEF brand and enhancing the OOI brand  Identify thought leadership opportunities in alignment with OOI brand mandate and in close coordination with technical leads  Design and develop internal and external one-pagers, insights, explainer videos, and other comprehensive assets that reflect the OOI brand while balancing innovation and impact | 1x revised brand guide  1x asset pack of updated branding templates  2x brown bag/ Q+A branding and design session | By end of month 8 | 9% |
| 9 | Supplement and manage Innovation and thematic image and video libraries, documenting additional multimedia content that is produced and developed, including edited videos and gifs along with portfolio-specific materials  Develop initiative-, hub-, and portfolio-specific assets for use by teams across a wide variety of materials | 3x content packs of promotional assets  2x video/gif design and production | By end of month 9 | 9% |
| 10 | Collaborate with UNICEF Country Offices and Regional Offices and partners on capturing and developing branded content for internal and external platforms  Design and develop internal and external one-pagers, insights, explainer videos, and other comprehensive assets that reflect the OOI brand while balancing innovation and impact | 3x content packs of promotional assets  2x video/gif design and production  4x annual reports | By end of month 10 | 9% |
| 11 | Design and develop internal and external one-pagers, insights, explainer videos, and other comprehensive assets that reflect the OOI brand while balancing innovation and impact  Implement OOI brand language guidelines for a range of external platforms and content types for teams  Produce visually compelling content to increase engagement with OOI at key moments  Lead on the design and development of end-of-year assets, reports, and sharable content for OOI platforms, partners, and other internal/external stakeholders | 3x content packs of promotional assets  2x video/gif design and production  1x annual Comms KPI report  1x pack of seasonal messaging assets  4x annual reports | By end of month 11 | 10% |

**To qualify as an advocate for every child you will have…**

* An advanced university degree (Master’s or higher\*) in Communication, Journalism, Public Relations or other relevant fields.
* A first University Degree in a relevant field combined with 2 additional years of professional experience may be accepted in lieu of an Advanced University Degree.
* A minimum of 5 years of proven professional in writing and content development for international organizations or media.
* Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.
* A strong track record of delivering quality written content for external engagement and visibility.
* Knowledge of UNICEF’s and UNICEF’s Office of Innovation’s key messaging and focus areas (including data science, connectivity, open-source technology, working with start-ups and a range of other partners, etc.)
* Excellent written and verbal communication skills.

**Travel:**

* The consultant may be expected to travel for up to 5 days in the duration of the contract.
* The consultant is responsible to arrange 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.

**How to apply:**

* Interest applicant is 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
* **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](https://uni.cf/UNICEFValues)).

To view our competency framework, please visit [here](https://www.unicef.org/careers/media/1041/file/UNICEF%27s_Competency_Framework.pdf).

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.

**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.

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.