

TERMS OF REFERENCE FOR INDIVIDUAL CONTRACTORS/ CONSULTANTS

PART I		
Title of Assignment	Creative Graphic Designer (National and International)	
Section	Communication	
Location	Remote	
Duration	11.5 months, Long-Term Arrangement (actual # of days will be determined as and when needed at the time of the assignment)	
Start and End Date	From: 30 June 2020	To: 31 May 2021

BACKGROUND

The UNICEF Malawi Country Office faces ongoing requirements for production of communication, advocacy and visibility materials that document children's key issues and UNICEF's responses in the field through high quality content packages. These content packages will be used as advocacy tools to push for support with policy makers, media, donors, partners and the public at large particularly on key priority issues such as ending child marriages, keeping girls in school and parenting skills campaigns. These high-quality content packages include graphic design packages, advocacy toolkits, photos, human interest stories, videos and short films, animations, outreach materials, etc. that document UNICEF's work and programming in the country. These content packages will be disseminated through different channels including website, social media platforms, external media networks, partner networks and donor reports.

JUSTIFICATION

To meet this requirement, the UNICEF Malawi Country Office would like to engage the services of **Creative Graphic Designers** who will be available at short notice to produce graphic design packages following UNICEF publications and Stylebook guidelines.

PURPOSE

The overall objective is to bring onboard qualified individuals on Long Term Arrangements (LTAs) to facilitate and expedite the process by which UNICEF Malawi can request the services of a creative graphic designer on an as-and-when required basis, pending the work requirements and need for the service delivery.

SCOPE OF WORK

Major duties and responsibilities

- Provide a creative concept containing creative ideas, as well as advice on how the design concept best serves the content and type of material being produced.
- Produce a realistic production deadline that can be followed from concept to final product development.
- Deliver creative and innovative ideas for print, electronic, web-based and design and layout of reports and other products.
- Layout and design of reports and other communication materials for printing and electronic distribution.

- Create different illustrative materials such as animation, presentations and design of packaging.
- Produce final version ready to be formatted and uploaded for multiple platforms including print, website and social media.

REPORTING

To whom will the consultant report: Chief of Communication, Partnerships and Advocacy

What type of reporting will be expected from the consultant: The consultant will be expected to report on the creative graphic design materials produced as per UNICEF instructions and when they occur. The report will cover number of graphic design materials produced according to given timelines, editorial standards and recommendations to the UNICEF communication team on future documents.

How and when will reporting be done: The consultant will be expected to report during and after the end of each assignment.

EXPECTED DELIVERABLES

The consultant will be expected to perform the following activities as per the deliverable schedule and estimated dates below:

Deliverables	Estimate # (Days)	Timeline/ Deadline	Schedule of payment
<ul style="list-style-type: none"> • Well-designed layout and visual imagery and use of images best reflects the publication. • Provision of a final package of the material produced. <ul style="list-style-type: none"> ▪ This will require ensuring that the final product be packaged according to the different distribution outlets. 	Number of estimated days and timeline to be confirmed as and when needed.		100% lumpsum payment upon completion of assignment

However, as the actual starting date may impact the dates estimated in the TOR, the final timeframes and actual delivery dates will be jointly agreed upon between the consultant and the supervisor of the contract.

PAYMENT SCHEDULE

All payments, without exception, will be made upon certification from the supervisor of the contract, of the satisfactory and quality completion of deliverables and upon receipt of the respective and approved invoice.

DESIRED COMPETENCIES, TECHNICAL BACKGROUND AND EXPERIENCE

Academic qualification: At least a bachelor's degree in Graphic Design or related disciplines

Technical skills and knowledge: Demonstrated ability to produce high quality, creative communication materials.

Work experience: A minimum of 5 years' experience in the following areas and other digital platform related materials: Graphic design and graphic design software, including but not limited to: Adobe Photoshop, Illustrator, InDesign, After effect, Final Cut Pro, Flash, Adobe Creative Suite, MailChimp, etc.

Competencies: Excellent designing skills and demonstrated record of high quality publications on children's issues; Good interpersonal skills and flexible attitude; Organizational and coordination skills; Ability to work independently and to meet tight deadlines to deliver products on time; Professional work ethic, integrity, and initiative

Languages Excellent written and spoken English;

ADMINISTRATIVE ISSUES

The consultant shall be engaged depending upon the availability of assignments through the contract period.

The assignment does not require the consultant to produce and agree with UNICEF on the work plan schedule as he/she shall be engaged as when needed depending on the requirement of an assignment.

No laptop and other electronic equipment shall be given to the consultant – it shall be expected of the consultant to have his/her own equipment.

CONDITIONS

- The consultancy will be on a long-term arrangement basis over a period of 11 months however the consultant will be engaged as when needed and as agreed upfront on the specific nature of the assignment.
- The candidate selected will be governed by and subject to UNICEF's General Terms and Conditions for individual contracts.
- No contract may commence unless the contract is signed by both UNICEF and the consultant.
- The consultant will work remotely.
- The consultant will be paid an all-inclusive fee (stationary, communication and other miscellaneous expenses) as per the stipulated deliverable and payment schedule.
- Under the consultancy agreements, a month is defined as 21.75 working days, and fees are prorated accordingly.
- The consultant is not entitled to payment for overtime, weekends or public holidays.
- Standard UNICEF procedures will apply for invoicing and all other financial management requirements set out in the contract.
- Standard penalty clauses will also apply for late and poor-quality deliverables. The supervisor of the contract will provide the consultant with the criteria for the evaluation of the quality of each deliverable.
- Additional details of UNICEF rules, regulations and conditions will be attached to the contract.
- Consultants will not have supervisory responsibilities or authority on UNICEF budget.
- The assignment is an off-site support.

HOW TO APPLY

- Interested candidates should provide a brief proposal (no longer than five pages) demonstrating the consultant's understanding of the assignment.
- Curriculum Vitae
- References details
- Links to Work Samples produced within the last 3 years
- Candidates should indicate their all-inclusive fees (including lump sum travel on mission to districts, fees and subsistence costs for data collectors and other costs as applicable).