

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT - LONG-TERM AGREEMENT

Individual Consultancy Services: Engagement of Graphic Designers on Long Term Arrangement (LTA) for 3 years

Row Number and description from approved Consultancy Plan: 4. Designer, photo, video, translation, editing, writer

1. BACKGROUND / RATIONALE

UNICEF Laos requires professional graphic design and layout services for the effective creation of communication, advocacy, and fundraising materials. Given the office does not currently have a full-time in-house designer, the need for a dedicated graphic design and layout specialist has been identified as a priority to support the mission and objectives of the UNICEF Laos country programme.

2. PURPOSE OF ASSIGNMENT

The purpose of the assignment is to facilitate the creation of visually appealing, compelling, and effective communication materials that meet the needs of both international and local audiences. The consultant will be responsible for providing technical expertise in design and illustration across various projects and initiatives.

3. PROGRAMME AREA AND SPECIFIC PROJECT AREA

The consultant will provide services across all programme areas of the UNICEF Laos country programme, enhancing advocacy, fundraising, and communications materials. Specific contract managers will provide supervision for specific services contracted under the provisions of this LTA. Technical supervision will be provided by the Communications team.

4. OBJECTIVE(S)

The primary objective of this long-term agreement is to ensure timely, consistent, and high-quality design services that align with UNICEF's global brand guidelines and meet the communication needs of the organization and its government partners.

5. MAJOR TASKS TO BE ACCOMPLISHED

- Design and layout services for various communication materials, including fact sheets, advocacy briefs, brochures, and reports.
- Creation of infographics, data visualizations, logos, and dashboard images.
- Creation of visual and animated products for social media and other digital channels.
- Creation of visual products for events such as banners and posters.
- Liaising with printing companies for the production of specific print products.
- Custom photo editing.
- Design and layout of PowerPoint presentations.

Responsibilities of the Consultant:

- The consultant will use their own equipment; laptops, microphones, software and other accessories that may be required for this task.

- The consultant will not give the content/material or any part thereof, to any third party without the written permission of UNICEF. All components will be a property of UNICEF, and the consultant will not share the same with anyone else.
- The consultant will not put their own name or logo/emblem on the content / final product. The only organization branding will be UNICEF, if required.
- regular liaison with manager and content owners and any related units.

Responsibilities of UNICEF:

- Provide necessary support and guidance to the consultant.
- Review and approve the consultant’s work to ensure it meets UNICEF's guidelines and standards.
- Ensure timely communication and feedback to the consultant.

6. DELIVERABLES

- Completed design and layout of requested materials
- Completed infographics, data visualizations, logos, and dashboard images
- Completed visuals and animations for social media and digital platforms
- Creation of visibility materials and products for events and field work
- Finalized liaison with printing companies for the production of print materials
- Edited photos as per the required standards
- PowerPoint presentations designed and laid out as per requirements.

7. 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 below 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 below 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](#)

8. TRAVEL

No travel is envisaged for this consultancy; however, consultant might be required to travel outside their duty station for specific events (e.g. if in-person training or documentation missions or meetings are required by UNICEF, government or partners). Payment of travel costs including tickets, lodging, etc. should be agreed upon, between UNICEF and the consultant as part of the quotation for each specific assignment and included in the respective purchase order. All air travel will be by economy class irrespective of the duration of travel.

9. ESTIMATED DURATION OF LTA

The Long-Term Agreement will be for a duration of three years. The initial period would be for two years with an option for renewal for a subsequent year on the same rates, terms and conditions, subject to satisfactory

performance evaluation and continuing need for the service. The services of the consultants selected under the LTA would also be made available to other UN agencies in Lao PDR.

10. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ LANGUAGE SKILLS REQUIRED (Please use as applicable)

- A university degree or related certificate in design or a related field.
- A minimum of five years of professional graphic design experience.
- Familiarity with UNICEF’s branding and style guidelines; ideally, experience designing products for UNICEF or other UN agencies.
- Excellent creative skills in Adobe Photoshop, Illustrator, and InDesign software.
- An excellent command of written and spoken English. Russian is desirable.
- Proven experience working with printing and production companies.
- Proven experience working remotely and demonstrating high responsiveness over email and Skype.

11. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)

The selection of consultants for the LTA will be based on technical evaluation and financial offers in the ratio of 80:20. The criteria for technical evaluation will be as follows:

Criteria	Marks	
	Min	Max
1) Cover Letter – explaining the motivation for applying and explaining how the qualifications and skillset of the candidate are suitable for this position	4	5
2) Relevant educational qualification of the candidate	3	5
3) Relevant work experience	6	10
4) Experience working for UN or similar	6	15
5) Quality of portfolio	23	40
Total	42	75
TOTAL TECHNICAL SCORE The minimum overall qualifying score is 42. Only those candidates who meet the overall qualifying marks of 42 and score the minimum cut-off in each of the above sub-criteria, including the interview, will be considered technically responsive, and their financials will be opened.		
Financial Score The selection of the consultant will be on the basis of technical evaluation & financial offer in the ratio of xx:xx (e.g. 80:20)		<u>25</u>
TOTAL		100

12. FINANCIAL PROPOSAL

Category / Services	Rate
Design and layout services for various communication materials, including fact sheets, advocacy briefs, brochures, and reports.	
Creation of infographics, data visualizations, logos, and dashboard images.	
Creation of visual and animated products for social media and other digital channels.	

Creation of visual products for events such as banners and posters.	
Liaising with printing companies for the production of specific print products.	
Custom photo editing.	
Design and layout of PowerPoint presentations.	
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Creation of visual products for events such as banners and posters.	
Liaising with printing companies for the production of specific print products.	

13. PAYMENT SCHEDULE

The LTA to be signed will have a fixed fee rate for three years. However, UNICEF LAO PDR does not warrant that any quantity of services will be purchased during the term of the LTA as this will depend on forthcoming needs.

14. CONTRACTS CREATED AGAINST THE LTA

Whenever writing/editing services are required, details of the requirement/deliverables including quantities and deadlines will be presented to the top-ranking LTA holder. Should this consultant not be available for this assignment, UNICEF LAO PDR will contact the second ranked consultant and so on.

Upon receipt of confirmation of availability and interest in the assignment, a contract will be issued with the prices/fees agreed in the LTA. The consultant must sign the contract prior commencement of work.

Payment will be made after completion of deliverables and submission of invoices for the actual work completed, subject to satisfactory performance.

15. HOW TO APPLY

The application to be submitted through the online portal and should contain four separate attachments:

- A Cover letter explaining suitability for position **(to be uploaded online under “Cover Letter” tab)**
- Curriculum Vitae (CV) **(to be uploaded online under “Resume” tab)**
- Portfolio with at least three work samples (to be uploaded online) **(to be uploaded online under “Other – Applicant” as a single document containing work samples for all categories applied)**
- A financial proposal (for the categories applied) as per the template attached. Please do not forget to specify your name in the file while saving **(to be uploaded online under “Financial Proposal” tab).**

Important Note: Please do not indicate financials anywhere else in the online application form, please mark "n/a or 00", under the fee related questions in the online application form.

Without all the above 4 documents, your application will be considered incomplete and invalid and will not be further considered.

- Any attempt to unduly influence UNICEF's selection process will lead to automatic disqualification of the applicant.
- Joint applications of two or more individuals are not accepted.
- Please note, UNICEF does not charge any fee during any stage of the process.
- Female candidates meeting the requirements are strongly encouraged to apply.
- UNICEF is committed to diversity and inclusion and encourages qualified candidates from all backgrounds including persons living with disabilities to apply.

INTERNAL INFORMATION

Type of LTA: Time-Bound Target Value

Sharing Indicator: Open Use Controlled Use Reserved for Sole Use

LTA CONTRACT MANAGER: Simon Nazer, Chief of Communications, UNICEF Lao PDR

IDENTIFICATION OF RISKS AND PLAN FOR MITIGATION:

1. Fully brief ahead of each design work including local/cultural contexts
2. Ensure all trainings and sensitization guides have been followed
3. Openly communicate deadlines, discuss if any overlapping projects or deliverables