

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

Title: Graphic Designer	Funding Code: WBS:	Type of Engagement National Consultant	Duty Station: Freetown, with 5 days of travel upcountry
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Background:

UNICEF Sierra Leone's Adolescent Development and Participation (ADAP) Section plays a pivotal role in addressing the needs and rights of adolescents in Sierra Leone. The ADAP section focuses on empowering young people, especially vulnerable adolescents, by ensuring they have access to education, health services, and opportunities to actively participate in their communities. Given the significant role of adolescents in the future of Sierra Leone, it is crucial to communicate the ADAP section's strategies effectively to both internal and external stakeholders.

To this end, UNICEF Sierra Leone is seeking the services of a skilled graphic designer to design two key strategy documents that outline the ADAP Section's initiatives and future. These documents will serve as vital communication tools, presenting complex information in a visually engaging and accessible format to stakeholders, including government partners, NGOs, donors, and the public.

In addition to the strategy documents, the ADAP Section requires high-quality photography and videography services to produce a 10-minute video and a 1-minute video. These videos will capture the essence of ADAP's work, showcasing the impact of its programs on the lives of adolescents across Sierra Leone. The visual content will be used in various platforms, including social media, presentations, and reports, to highlight the achievements and ongoing efforts of the ADAP Section.

The successful candidate will be responsible for ensuring that all design and visual materials align with UNICEF's branding guidelines and effectively convey the strategic objectives of the ADAP Section.

Purpose and Objectives

The primary purpose of this consultancy is to design two strategy documents and produce high-quality visual content, including a 10-minute and a 1-minute video, for UNICEF Sierra Leone's Adolescent Development and Participation (ADAP) Section. These materials are intended to effectively communicate the strategic goals, impact, and key messages of the ADAP Section to a diverse audience, including government partners, NGOs, donors, and the public.

1. Methodology and Technical Approach

The consultancy will begin with a thorough review of the content for the two strategy documents to gain a deep understanding of the key messages, target audiences, and design requirements. The graphic designer will then develop initial design concepts and layouts, focusing on creating visually appealing and user-friendly documents that align with UNICEF's branding guidelines. These draft designs will be presented to the ADAP team for feedback, and an iterative process will be used to refine the designs, ensuring that the final products effectively communicate the strategic objectives and resonate with the intended audiences.

For the photography and videography components, the consultant will conduct field visits to selected ADAP project sites to capture high-quality photos and video footage. This process will involve working closely with the ADAP team to identify key stories, moments, and messages that should be highlighted in the visual content. Following the fieldwork, the consultant will proceed with the post-production phase, where the captured footage and images will be edited to produce a 10-minute documentary-style video and a 1-minute promotional video. Both videos will be designed to meet high visual and audio quality standards, ensuring they are compelling and informative across various platforms.

Throughout the entire process, industry-standard tools, such as Adobe Creative Suite for design and high-resolution cameras for photography and videography, will be used to ensure professional-grade outputs. The consultant will also adhere to UNICEF's ethical guidelines, particularly in representing images of children and vulnerable populations, to ensure that all content is handled with the utmost sensitivity and respect. Regular communication with the ADAP team will be maintained to ensure the project remains on track and aligned with UNICEF's overall objectives and branding standards.

2. Specific Tasks of the Consultant

The Graphics Designer will be expected to deliver any of the following as required during the

whole duration of the contract:

1. **Initial Consultation and Planning:**

- Meet with the ADAP team to discuss project objectives, scope, and expectations.
- Develop a detailed work plan and timeline for the completion of all deliverables.

2. **Document Design:**

- Review the content of the two strategy documents.
- Develop and present initial design concepts.
- Incorporate feedback and finalize the design of both documents.

3. **Photography:**

- Conduct on-site photography at selected ADAP project locations.
- Edit and deliver high-resolution photographs that can be used in both digital and print formats.

4. **Videography:**

- Capture video footage at selected ADAP project sites.
- Conduct interviews with young people involved in the programmes.
- Produce a 10-minute video and a 1-minute promotional video, incorporating music, subtitles, and other necessary elements.
- Submit drafts for feedback and make necessary revisions.

5. **Finalization:**

- Deliver the final versions of the strategy documents and videos in the required formats.
- Provide all raw files, including unedited photos and footage, to UNICEF.

Task	Deliverables	Estimated Dates	Cost
<ul style="list-style-type: none"> Review the content of the strategy document. Develop and present initial design concepts. Incorporate feedback and finalize the design of both documents. 	One professionally designed (including animated graphics) strategy document (in PDF and source file formats).	18 th September 2024	30% of total contract sum
<ul style="list-style-type: none"> Capture video footage at selected ADAP project sites. Conduct interviews with young people involved in the programmes. Produce a 10-minute video and a 1-minute promotional video, incorporating music, subtitles, and other necessary elements. Submit drafts for feedback and make necessary revisions. 	One 10-minute video documenting the impact of ADAP Climate programme.	22 nd September 2024	55% of total contract sum
	One 1-minute promotional video suitable for social media.	22 nd September 2024	
<ul style="list-style-type: none"> Conduct on-site photography at selected ADAP project locations. Edit and deliver high-resolution photographs that can be used in both digital and print formats. 	A minimum of 80 high-resolution edited photographs from ADAP events.	25 th September 2024	
<ul style="list-style-type: none"> Review the content of the strategy document. Develop and present initial design concepts. Incorporate feedback and finalize the design of both documents. 	One professionally designed strategy document (in PDF and source file formats).	20 th November 2024	15% of total contract sum

Management, Organization and Timeframe

The consultancy will be managed by the Adolescent Development and Participation (ADAP) Specialist of UNICEF Sierra Leone. The consultant will work under the guidance of the ADAP specialist, who will provide oversight, resources, and coordination support throughout the project. This includes organizing field visits for photography and videography and providing timely feedback during the design and production phases.

The consultant is expected to start on 14th September 2024. The first key deliverable, a completed strategy document, is due by 18th Sept 2024. This will be followed by the submission of the 10-minute and 1-minute videos by 22nd September 2024. The final deliverable, the second strategy document, is due by 20th November 2024.

The consultant will develop a detailed work plan and timeline at the beginning of the consultancy, specifying how these deadlines will be met. Regular progress updates will be scheduled with the ADAP specialist to ensure the project remains on track and any issues are promptly addressed.

All deliverables must be submitted within the specified deadlines and will be subject to review and approval by the ADAP specialist before final acceptance.

Start date: 14th Sept 2024

- The graphic designer is expected to design, lay-out and format visual communication materials, ensuring that the products meet desired standards and timelines as adhered to. The specifications of the various graphic design materials required will be mutually agreed upon between the contractor and UNICEF.
- UNICEF will provide the consultant with the approved and pre-tested messages, as well as the relevant branding guidelines, and will provide the relevant photos, messages, and the broad idea of the design concept. The designer is to adhere to the UNICEF branding guidelines, regarding logo use, colours, fonts, and design.
- The graphic designer will provide all the relevant working tools including computers and software that are needed for his/her work and will produce the designs in conformity with the UNICEF branding guidelines.

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:

The number of field visits and hours needed to be present among young people will be determined at the inception of the consultancy. Note that the consultant will be supported by UNICEF staff especially during the work that involves the presence of young people.

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):

<p>More information is available in the Child Safeguarding SharePoint and Child Safeguarding FAQs and Updates</p>			
<p>2024</p>	<p>Requesting Section/Issuing Office: <i>Education/ADAP</i></p>	<p>Reasons why consultancy cannot be done by staff: This is a specialized skill, which is not available within UNICEF CO. The need for this skill is also periodic and hence there is no fixed position for graphic designing.</p>	
<p>Included in Annual/Rolling Workplan <input type="checkbox"/> Yes or No <input checked="" type="checkbox"/> <input type="checkbox"/></p>			
<p>Consultant sourcing: <input checked="" type="checkbox"/> National <input type="checkbox"/> International</p> <p>Consultant selection method: <input type="checkbox"/> Competitive Selection (Roster) <input checked="" type="checkbox"/> Competitive Selection (Advertisement/Desk Review/Interview)</p>		<p>Request for:</p>	
<p>If Extension, Justification for extension:</p>			
<p>Supervisor: Sumaiya Iqbal – ADAP Specialist</p>	<p>Start Date: 14th September 2024</p>	<p>End Date: 25th November 2024</p>	<p>Number of Days (working): 28 days (across 3 months)</p>

Estimated Consultancy Fee (all-inclusive fees, including lump sum travel and subsistence costs, as applicable)		
Travel International (if applicable)		
Travel Local (please include travel plan)		
DSA (if applicable)		
Total Estimated Consultancy Costs¹		
Minimum Qualifications required: First Level University qualification in graphic design and layout or a related field. Two additional years of experience may be taken in lieu of university degree	Knowledge/Expertise/Skills required: <ul style="list-style-type: none"> The Consultant should have a minimum of five years' experience producing high quality graphically designed artwork. Ability to use graphic design software, including Adobe Photoshop, Adobe InDesign, Designer, Corel Draw Ability to effectively grasp and incorporate inputs/feedback from multiple contributors. Previous UNICEF, UN and/or INGO experience in a similar role is desirable 	

Administrative details:

Work permit required if individual is not a national of Sierra Leone

Transportation for assignments is to be arranged by the UNICEF office:

Home-based

¹ Costs indicated are estimated. Final rate shall follow the “best value for money” principle, i.e., achieving the desired outcome at the lowest possible fee. **Consultants will be asked to stipulate all-inclusive fees, including lump sum travel and subsistence costs, as applicable.**

Payment of professional fees will be based on 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.

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.

UNICEF offers reasonable accommodation for consultants 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.