

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT - LONG-TERM AGREEMENT

Individual Consultancy Services: Long-Term Agreement (LTA) for Individual Graphic Designer/Illustrator

1. BACKGROUND / RATIONALE

UNICEF Mongolia is committed to improving the lives of children and families in Mongolia through its main programmatic areas including health, education, water, sanitation and hygiene (WASH), climate change, social inclusion, and evidence.

UNICEF Mongolia produces and disseminates communication, behavior change communication, advocacy and documentation contents and materials for different audiences, both in printed and digital formats. In order to ensure production of high-quality communication materials, especially in case of emergency situations, UNICEF Mongolia wants to establish Long Term Agreements (LTA) with highly qualified Individual Graphic Designers/Illustrators.

2. PURPOSE OF ASSIGNMENT

The purpose of the assignment is to engage the services of highly qualified Creative Illustrators and/or Graphic designers, who will be available at a short notice to produce various high-quality visual communication materials, especially in case of emergency situations.

4. OBJECTIVE(S)

The objective is to bring on board qualified Individual consultants on Long Term Agreements (LTA) to facilitate and expediate the process by which UNICEF Mongolia can request services of Creative graphic designers and Illustrators on an as-and-when required basis.

5. MAJOR TASKS TO BE ACCOMPLISHED

Under the supervision of the SBC Officer, the consultant/s will work with programme sections seeking the service for a specific assignment within the Country Office, including illustrations and design for reports, books, stories, posters, banners etc. The consultant will also work on any other design works such as print design and digital contents.

Responsibilities of the Consultant:

- Produce upon request of UNICEF Mongolia high-quality visual contents, creative illustrations for printing and digital distribution.
- Ensure timely deliverables and work speed.
- Comply with branding requirements of UNICEF, when needed.

Responsibilities of UNICEF:

- UNICEF will provide all details pertaining to the activity and the requirements.
- UNICEF will orient the consultant on UNICEF’s branding guidelines.
- Ensure timely payments for assignments.

6. DELIVERABLES

Deliverables for each assignment will be identified based on specific needs, use and urgency in consultation with the requesting section.

For example: The assignment may come with a short notice and will need to be completed in agreed working days. Timeframe and Payment will be on case-to-case basis. It may vary from a single illustration to a comic book.

Category / Services	Deliverable
Category 1 – Graphic designer	
	Graphic design poster with photos and texts
	Design of a conference banner
	Infographic poster with images and diagrams
Category 2 – Illustrator	
	Illustration to a children’s comic book
	Illustration of poster with text for printing

7 . ESTIMATED DURATION OF LTA

Maximum of 24 months.

8. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE

- Bachelor’s degree in graphic design/motion design/visual arts and similar fields.
- Minimum of 3 years of working experience in graphic design/visual arts/publishing/illustration
- Demonstrated creativity and innovation skills, strong eye for visual composition, aesthetics, and details.
- Proficiency with design software and technologies, such as Adobe programs, Photoshop, Illustrator, InDesign, CorelDRAW and other relevant software.
- As strong portfolio of illustrations and/or other graphic designs.



- Previous work experience with UNICEF and/or UN is an asset.

Note: Candidates are free to apply to any and/or both categories based on their qualifications and experience. UNICEF will award LTA to top ranked candidates to both categories. A candidate may be awarded LTA for one and/or both categories.

9. TECHNICAL EVALUATION CRITERIA

A two-stage procedure shall be utilized in evaluating proposals, where the evaluation of the technical Proposal will be completed prior to any price proposal being reviewed and compared. For evaluation and selection method, the Cumulative Analysis Method (weight combined score method) shall be used for this recruitment:

Criteria	Marks
Educational background	20
Work experience	20
Portfolio (3-5 work samples depending on the categories candidates are applying)	40
TOTAL TECHNICAL SCORE <i>Only candidates who have attained a minimum of 80 points will be considered technically qualified candidates and their financials will be opened.</i>	80
Financial Score The selection of the consultant will be on the basis of technical evaluation & financial offer in the ratio of 80:20. Consultant is expected to submit their financial proposal based on one/or both categories.	20
TOTAL	100

Only the financial/price proposals of candidates with a minimum of 80 points in the technical evaluation will be considered and evaluated. The total weight allocated for the price component is 20.

The Cumulative Analysis Method (weight combined score method) will be used for evaluation and selection. The maximum number of points shall be allotted to the lowest Financial Proposal that is opened /evaluated and compared among those technically qualified candidates with a minimum 80 points score in the technical evaluation. Other Financial Proposals will receive points in inverse proportion to the lowest price. The Contract shall be awarded to the candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the reference check verification.

10. FINANCIAL PROPOSAL:

Category / Services	Rate (MNT)
Category 1 – Graphic designer	
- Graphic design poster with photos and texts (A3)	
- Design of a conference banner	
- Infographic poster with images and diagrams (A3)	
Category 2 – Creative Illustrator	
- Illustration to a children's comic book – rate for one page	
- Creative illustrative poster (A3 size) with illustrations and text ready for printing	

The application to be submitted through the online portal should contain 3 separate attachments:

- i. A Cover letter explaining the motivation for applying and explaining how the qualifications and skillset of the candidate
- ii. Curriculum Vitae (CV)
- iii. **Three to Five Work Samples. If candidates applied for both categories, all the listed samples should be submitted.**

This includes previously designed:

1. poster with photos and texts
 2. design of a conference banner
 3. infographic poster with images and diagrams
 4. illustration of comic book
 5. creative illustrative poste with illustrations and texts
- iv. A financial proposal indicating professional fee as per the above template. Please do not forget to specify your name in the file while saving (**To be uploaded under other supporting documents**).

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

- 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.

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- Please note, UNICEF does not charge any fee during any stage of the process.
- UNICEF is committed to diversity and inclusion and encourages qualified candidates from all backgrounds including persons living with disabilities to apply.