

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

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| Title: Graphic Designer | Funding Code: | Type of engagement <input checked="" type="checkbox"/> Roster | Duty Station: Freetown, occasional travel upcountry |
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Background:

The current UNICEF Sierra Leone Country Programme, 2020 – 2023, has a vision of ensuring that more children and women, particularly the most deprived, have increased access to inclusive quality health, nutrition, WASH, education and child and social protection services. The Country Programme also recognises the impact of unprecedented emergencies on the lives of children and their families and therefore always focuses on how, all children can enjoy their rights to health, education, protection, participation, and non-discrimination.

As the office continues to be a leader in knowledge management on children’s issues in Sierra Leone, there is need for the development of documents and internal publications, as well as communication materials for campaigns on various issues. UNICEF therefore consequently requires the services of a graphic designer to layout documents which depict the realities and images of Sierra Leone’s children and to demonstrate the impact of investments in the different programme areas.

Visually appealing and informative communication materials are a major part of the communication work of UNICEF, important for purposes of fund raising, advocacy and visibility to reach key stakeholders and to raise awareness on important issues. UNICEF Sierra Leone therefore needs to have a graphic designer, who shall create timely, innovative visual materials that highlight the impact of investments in the different programme areas, help raise awareness on a range of child rights issues and support efforts to fundraise for the country office.

The required individual must be creative, forward-thinking, and should be an ambitious individual, who has a high graphic designing aesthetic, someone who has a clear awareness of UNICEF’s branding guidelines and who is familiar with ethical guidelines on working with children. The selected individuals should be on a non-exclusive roster. The initial term of the arrangement would be 11.5 months with an option to extend, subject to satisfactory performance by the consultant, continued need and the availability of funds.

The purpose of this ToR is for UNICEF SLCO to have in place an internal roster with a larger pool of available graphic designers compared to the previous years when a smaller pool resulted in limited options and constraints in using the services of more graphic designers. The successful graphic designers will be placed on a roster and called upon as and when the need arises.

1. Purpose and objectives:

The communication materials produced by the Graphics Designer will highlight the impact of UNICEF supported programmes. They will demonstrate how UNICEF and Government, with support from various donors have put in place interventions to support the survival, growth, and development of children across the country. The materials will be used on local and global online and offline platforms to raise awareness on a range of child rights issues, highlight the work of UNICEF and demonstrate the current needs of children and their families.

2. Methodology and Technical Approach

The graphic designer will work with the External Relations and Advocacy unit and the various programme sections to design and produce compelling artworks that highlight the impacts of investments in the different programme areas.

UNICEF will provide photos and approved messages to the graphic designer who will in turn infuse a greater level of creativity and innovation in producing the finished products within a specific time frame.

The Graphic Designer would be expected to strictly adhere to the UNICEF branding and style guidelines, which will be made available to the selected individuals

Throughout the process, the contractor will receive regular input and feedback from UNICEF, until a final version is agreed upon.

The number and specifications of the various graphic design materials required, will be mutually agreed between the contractor and UNICEF.

3. 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:

- Design, layout and format publications, IEC materials and other printed and web-based communication materials taking into account UNICEF branding guidelines, and branding requirements of other donors/partners, as needed.
- Design and create illustration, artwork, maps, tables, charts and other graphic elements for communication and promotional materials.
- Determine size and arrangement of illustrative material and copy and select style and size or type.
- Develop infographics using supplied data to present core messages and organize complex information into visual representations.
- Advise UNICEF Sierra Leone staff on best design options (for the given content) and propose multiple versions for their consideration.
- Incorporate comments and changes from UNICEF
- Liaise closely with Communication Specialist on final layout
- Ensure that the final output(s) for each communication product will be in the agreed format as web-ready and/or print-ready version
- Deliver creative graphic and technical solutions (including infographics if required) for print, electronic, web-based, and animated presentations.

4. Expected Deliverables

| Deliverables |
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| 1. Draft of design work |
| 2. Incorporating feedback in final product |
| 3. Final design work in agreed format |

5. Management, Organization and Timeframe

The Graphics Designer(s) selected for the roster will report to the Communication Specialist at UNICEF but will work closely with other Communication Officers in the External Relations and Advocacy section.

The Graphics Designer is expected to design, layout and format publications, and other printed and web-based communications materials, ensuring that the products meet desired standards and that timelines are adhered to.

UNICEF and relevant partners shall provide institutional branding guidance and consolidated comments on the /photos and captions.

The contractor will receive a briefing at the beginning of each assignment then hold regular discussions through meetings, email and phone as required. S/he will hold meetings from time to time for inputs on the design work.

UNICEF and relevant partners will provide data and key messages that can be used to develop the required products.

The duration of the roster is 11.5 months.

Start date: 16 August 2023

End date: 30 July 2024

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:

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):

More information is available in the [Child Safeguarding SharePoint](#) and [Child Safeguarding FAQs and Updates](#)

| Tasks/Milestone: | Deliverables/Outputs: | Timelines: |
|--|--|------------|
| Gather appropriate photos, approved messages, logos and events/programme information and submit them to the graphic designer | Appropriate photos, approved messages, logos, and events/programme information and submitted to the graphic designer | 3 days |
| Graphic designer works on the contents/information received and submit an initial draft to UNICEF for discussion with other stakeholders | Draft design shared | 4 days |
| Graphics designer receives inputs and corrections on the artwork for further incorporation | | |
| Graphics designer incorporates feedback and shares second draft for inputs and consideration | Feedback incorporated into desi | 2 days |
| Submit final laid out version in agreed format (JPG or PNG or TIFF or PDF) | Submission of designed work | 1 day |

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| 2023 | Requesting Section/Issuing Office: <i>External Relations and Advocacy</i> | Reasons why consultancy cannot be done by staff: | | |
| Included in Annual/Rolling Workplan: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, please justify: | | | | |
| Consultant sourcing: <input checked="" type="checkbox"/> National <input type="checkbox"/> International Consultant selection method: <input checked="" type="checkbox"/> Competitive Selection (Roster) <input type="checkbox"/> Competitive Selection (Advertisement/Desk Review/Interview) | | | Request for: <input checked="" type="checkbox"/> New Roster | |
| If Extension, Justification for extension: N/A | | | | |
| Supervisor: Communication Specialist | Start Date: 16 th August 2023 | End Date: 30 th July 2023 | Number of Days (working): The successful graphic designer(s) placed on a roster will be contacted as when needs arise. Duration of assignments will be discussed and agreed upon on a case-by-case basis. At least two hours per assignment. | |

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| Estimated Consultancy fee | | | |
| Travel International (if applicable) | - | | |
| Travel Local (please include travel plan) | As per actual | | |
| DSA (if applicable) | As per actual | | |
| Total estimated consultancy costs¹ | TBD | | TBD |
| Minimum Qualifications required: Post-secondary school qualification in designing and layout. | Knowledge/Expertise/Skills required: <ul style="list-style-type: none"> • The Contractor should have a minimum of 5 years' experience producing high quality graphically designed artworks. • 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 <input checked="" type="checkbox"/> Transportation for assignments is to be arranged by the UNICEF office: <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> Home Based | | |
| Request Authorised by Section Head | Request Verified by HR: | | |
| <i>Approval of Chief of Operations (if Operations): Approval of Deputy Representative (if Programme)</i> _____ | | | |
| <i>Representative (in case of single sourcing/or if not listed in Annual Workplan)</i> _____ | | | |

ⁱ 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.