

## TERMS OF REFERENCE FOR INDIVIDUAL CONTRACTORS/ CONSULTANTS

PART I		
Title of Assignment	<i>National consultancy: Creative graphic design for public finance briefs and documents</i>	
Section	Social Policy	
Location	Remote – home-based consultancy	
Duration	11.5 months	
Start and End Date	From: 15/02/2021	To: 5/01/2022

### BACKGROUND

Through its public finance for children (PF4C) portfolio, UNICEF Malawi engages in research, analysis and advocacy aimed at influencing budget allocations to sectors and programs benefitting children. As part of this process, UNICEF Malawi develops budget briefs on an annual basis to explore the extent to which the national budget addresses children's needs. The briefs analyze the size, composition and equity of budget allocations to sectors and programmes that matter most for children (e.g. education, health, social protection, water, sanitation and hygiene (WASH)) in each fiscal year. They also offer insights into the efficiency, equity and adequacy of past spending. The main objectives of the budget briefs include synthesizing complex budget information so that it is easily understood by different stakeholders and putting forth key messages and recommendations to influence public financial decision-making processes and leverage domestic resources for children.

For 2020/21, UNICEF plans on producing about 10 budget briefs. Each brief is usually 15-20 pages long and contains about 10-15 visuals (bar charts, pie charts and line graphs). These budget briefs will be used as advocacy tools to engage with planners, budget and policy makers, parliamentarians, media, donors, partners and the public at large. The budget briefs are usually disseminated through different channels including website, printing, social media platforms, external media networks, partner networks. Given the intended audience, it is therefore crucial to have these briefs well-designed to enhance readability and help increase their outreach.

### JUSTIFICATION

To meet this requirement, the UNICEF Social Policy section would like to engage the services of a **Creative Graphic Designer** who will be available at short notice on an as-and-when required basis to layout and design the budget briefs.

### PURPOSE OF THE ASSIGNMENT

UNICEF is therefore seeking the services of a **Creative Graphic Designer** to help design and layout a set of (estimated at 10) budget briefs for 2020/21. The designed versions will be based on the drafts already produced by UNICEF. The assignment also involves layout and design of any other related PF4C products produced during the year on an as-and-when-required basis when the consultant's service will be required for a specific activity/project.

Finally, the contractor will produce a draft Decentralization Policy for MoLG's validation and then finalize the draft, based on the comments of MoLG and the other stakeholders.

## SCOPE OF WORK/OBJECTIVES

The assignment entails the following:

- Layout and design of budget briefs (and other related PF4C products) for printing and electronic distribution. Ten budget briefs are estimated to be produced for 2020/21.
- Produce final pdf versions of the budget briefs (and other related PF4C products) ready to be formatted and uploaded for multiple platforms including print, website and social media.
- Create different illustrative materials such as animation, presentations and design of packaging.

However, a detailed workplan and delivery schedule will be discussed and agreed upon before the specific project/activity commences to outline clear expectations.

## REPORTING REQUIREMENTS

**To whom will the consultant report:** Social Policy and Economics Specialist.

**What type of reporting will be expected from the consultant:** The consultant will be expected to report on the budget briefs designed as per UNICEF instructions and when they occur, according to given timelines, editorial standards and recommendations to the UNICEF Social Policy team. The drafts and final versions will be submitted by email in pdf format.

**How and when will reporting be done:** The consultant will submit the required deliverables to the supervisor, according to the timetable of the expected deliverables. The exact timeframes and actual delivery dates will be jointly agreed upon between the consultant and the supervisor upon contract signature and before each activity/project will be undertaken.

## EXPECTED DELIVERABLES

In alignment with the scope of work as described above, the consultant will be expected to produce deliverables as per the schedule and estimated dates below:

Task	Deliverable/Outcome (e.g. Inception, progress, final reports, training material, workshop, etc.)	Estimated # of days	Planned Completion date	% of total fee payable
Design and layout of UNICEF's PF4C products	Budget Briefs	To be determined and agreed upon prior to the specific activity/project	To be determined and agreed upon prior to the specific activity/project	Daily fee*number of days
Design and layout of UNICEF's PF4C products	Reports	To be determined and agreed	To be determined and agreed	Daily fee*number of days

		upon prior to the specific activity/project	upon prior to the specific activity/project	
Design and layout of UNICEF's PF4C products	Citizens budget 2021/22	To be determined and agreed upon prior to the specific activity/project	To be determined and agreed upon prior to the specific activity/project	Daily fee*number of days

However, as the actual starting date may impact the dates estimated in the TOR, the exact timeframes and actual delivery dates will be jointly agreed upon between the consultant and the supervisor upon contract signature. A detailed workplan and delivery schedule will be discussed and agreed at the onset of the contract.

#### PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS

The performance of work will be evaluated based on the following indicators:

- Completion of tasks specified in TOR
- Compliance with the established deadlines for submission of deliverables
- Quality of work
- Demonstration of high standards in cooperation and communication with UNICEF and counterparts

#### 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.

No travel is foreseen.

#### DESIRED COMPETENCIES, TECHNICAL BACKGROUND AND EXPERIENCE

**Academic qualification:** A - degree in Graphic Design/Arts/Communications/Media Studies or related disciplines.

**Technical skills and knowledge:** Demonstrated ability to produce high quality, creative communication materials. Demonstrable knowledge in graphic designing.

**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:** Strong copy editing skills, and the ability to present the results in a simple language, making use of relevant visual aids (pie charts, graphs) and other visual tool. 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**

UNICEF will regularly communicate with the consultant and provide feedback and guidance and necessary support so to achieve objectives of the work, as well as remain aware of any upcoming issues related to the performance and quality of work.

As per policy on consultants and individual contractors, the individual will be expected to complete a list of mandatory training, including policies on Prohibiting and Combatting Fraud and Corruption; Prohibition of discrimination, harassment, sexual harassment and abuse of authority and other relevant policies for their information and acknowledgment prior to the contract commencement. The consultant is requested to complete the applicable mandatory trainings prior to the contract being issued.

The consultant is expected to provide his/her own laptop.

## **CONDITIONS**

- 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 be based in Malawi.
- The consultant will be paid an all-inclusive fee (stationary, communication and other miscellaneous expenses) as per the stipulated deliverable and payment schedule.
- The consultant is not entitled to payment for overtime, weekends or public holidays, medical insurance, taxes, and any form of leave.
- No travel is expected under this assignment.
- 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 home-based.

## **HOW TO APPLY**

Interested consultants should provide the following:

1. Curriculum Vitae
2. Brief technical proposal (no longer than five pages) demonstrating the consultant's understanding of the assignment and approach/methodology to the assignment
3. Financial proposal including a breakdown of their all-inclusive fees (including professional fees, travel, living cost, visa and other costs). Complete the attached form.
4. References details