

TERMS OF REFERENCE
Individual Consultant for Graphic Design

TERMS OF REFERENCE (to be completed by the Hiring Office)	
Hiring Office:	UNFPA CO in Lao PDR
Purpose of consultancy:	<p>UNFPA is the leading UN agency for delivering a world where every pregnancy is wanted, every childbirth is safe, and every young person's potential is fulfilled. UNFPA's new strategic plan focuses on three transformative results: to end preventable maternal deaths, end unmet need for family planning, and end gender-based violence and harmful practices.</p> <p>UNFPA is looking for a motivated, innovative and creative graphic designer to provide services through a retainer contract with payment per-request basis.</p>
Scope of work: <i>(Description of services, activities, or outputs)</i>	<p>The consultant will work under the supervision of the Communications & Partnership Analyst to provide graphic design services in line with UNFPA standards and branding requirements. The Graphic Designer will be involved in the entire process of defining requirements, visualising and creating graphics including illustrations, logos, layouts, photos, visual aspects of websites, books, magazines, product packaging, exhibitions and more.</p> <p>The service will include, but not limited to:</p> <ul style="list-style-type: none"> ● Conceptualize visuals based on requirements and requests. ● Prepare rough drafts and present ideas. ● Develop illustrations, logos and other designs using software or by hand. ● Ensure the appropriate use of colours and layouts for each graphic. ● Work with the communication team to produce the final design. ● Test graphics across various media. ● Amend designs based on the feedback provided by UNFPA. ● Ensure final graphics and layouts are visually appealing and are in line with the branding requirement of UNFPA.
Duration and working schedule:	11 Months from the start of contract date (The payment will be made based on the quotation agreed on by UNFPA for each service, the total amount of payment will not exceed 20,000 USD)
Place where services are to be delivered:	UNFPA Lao PDR - Vientiane
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	<p>The UNFPA Communication team will work closely with the consultant to conceptualize visuals based on the requests. The first Draft of the design will be submitted to UNFPA for review and feedback within the agreed timeline.</p> <p>The final submission will be in electronic copy, with editable project files. UNFPA will have copyright to all materials and products produced by the consultant under this consultancy.</p>
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	Based on the approved timeline, the consultant will regularly report on work progress to UNFPA's Communications & Partnership Analyst.
Supervisory arrangements:	The tasks and products will be supervised by UNFPA's Communications & Partnership Expert.
Expected travel:	No travel required
Required expertise, qualifications and competencies, including language requirements:	<p>Education: University Degree or Diploma in Graphic Design, communications, public relations, marketing, journalism, advertising or other relevant fields.</p> <p>Experience:</p>

	<p>At least one year of experience in Graphic Design. Previous experience with the UN or other international organisations is an asset.</p> <p>Languages: Proficient in Lao and English.</p> <p>Competencies: The consultant is required to:</p> <ul style="list-style-type: none"> ● Have a creative flair and a strong ability to translate requirements into design. ● Familiarity with tools and approaches of communications for development; ● Ability to work and adapt professionally and effectively in a challenging environment; ability to work effectively in a multicultural team of international and national personnel; ● Solid overall computer literacy, including proficiency in various Graphic Design applications (Adobe InDesign, Illustrator, Photoshops, etc.) and email/internet; ● Self-motivated, ability to work with minimum supervision; ability to work with tight deadlines; ● Have affinity with or interest in sexual and reproductive health, youth and adolescents, gender equality, population dynamics, volunteerism as a mechanism for durable development, and the UN System. <p>Software and Equipment: The consultant must have relevant software and equipment to perform the tasks in graphic design.</p>
<p>Inputs/services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:</p>	<p>The consultant will be involved in the initial planning process to discuss the design ideas. UNFPA will provide logos, branding guidelines, guidance and technical/quality checks on the design.</p>
<p>Other relevant information or special conditions, if any:</p>	<p>With satisfactory performance, the payment will be made in local currency to the consultant's bank account after the completion.</p> <p>The payment will be based on the price stated in the service quotation submitted by the consultant. Quotation is expected to be valid for 2024.</p>
<p>Signature of Requesting Officer in Hiring Office: Zahra Benyahia, comms & partnership officer</p> <p>Date:</p>	