



**Terms of Reference for Individual Contract (National)
Communication Consultant**

**TOR Reference Number: TOR/2016/06/16
ADVERTISEMENT**

Programme Information

CPD Output 2.3: Child and gender sensitive disaster resilience and climate change adaptation plans and programmes institutionalized and operational at national and sub-national levels.

1. Purpose of assignment (attach background documents if any)

Background

UNICEF Maldives Country Office entered into a new Programme of Cooperation (2016-2020) with the Government of Maldives. As its contribution to the United Nations Development Assistance Framework (UNDAF) 2016-2020, the overall goal of the new Country Programme is to support the Government of Maldives to reduce inequalities and disparities and achieve progressive realization of the rights of all children, especially the most vulnerable. In line with the UNICEF Strategic Plan 2014–2017, the programme will leverage the organization’s convening role to build partnerships with key social sectors and partners at all levels. The programme design adopts an evidence-based, policy advocacy and institutional strengthening approach in addressing the barriers that affect the most disadvantaged.

To translate this commitment to child rights and equity into resources and action for children, UNICEF Maldives Country Office (MCO), will build a more coordinated, consistent, communication and public advocacy operation that both embraces and leads change.

To support visibility and highlights its main results to be achieved for disadvantaged and vulnerable Maldivian children, UNICEF Maldives Country Office (MCO) intends to develop and disseminate a package of both print and digital products on key areas where children are deprived, using various mediums to promote and strategically position the child rights in the national agenda. In addition, various publications around child rights will be produced to sustain policy dialogue and advocacy for well-being of all Maldivian children.

In order to achieve this result, UNICEF MOC is seeking a qualified communication specialist to support the design, branding and layout of the communication and outreach materials.

2.

3. What is the basic project objective to which the consultancy is related

The overall goal of this consultancy is to provide technical support to UNICEF Maldives CO in designing, branding communication and outreach materials (guided by UNICEF publications and branding guidelines) aimed at promoting and disseminating Country Programme documents and related products.

4. Duty station

Male

5. Major tasks to be accomplished

Major Activities	Details	No. of working days	Deliverables
1- Desk review and identification of experiences from others countries	<ul style="list-style-type: none"> Based on the 2 Outcomes under the Country Programme, design communication and advocacy materials Collect all relevant documentation Liaise with UNICEF ROSA on country experiences Compile all relevant information and share with programme specialists 	<ul style="list-style-type: none"> 30 days (between 1 – 31 Aug) (2 weeks)	<ul style="list-style-type: none"> Desk review report with focus on: <ul style="list-style-type: none"> Objective/goals of advocacy and communication for MCO Target audience Key messages to be advocated Tools and tactics to be used (e.g. Maldives has highest internet usage in the region, how could this be leveraged?)
2- Development of key messaging in collaboration with Programme Specialists	<ul style="list-style-type: none"> Identification of key messages in liaison with programme specialists Drafting key programmatic messages Validation of the programmatic messages Selection or production of relevant pictures. 	(2 weeks)	<ul style="list-style-type: none"> Identification of key programmatic messages Specific communication and outreach materials to be used (print/digital/mobile and broadcast media) (refer to proposed e.g's below)
3- Designing and branding including conceptualization of communication materials	<ul style="list-style-type: none"> Producing sample designs Meeting with programme specialists to review designs Meeting with senior management to review designs Sharing designs with ROSA for review/comments 	<ul style="list-style-type: none"> 30 days (between 1 – 30 Sep) (1 week)	<ul style="list-style-type: none"> Proposed designs/layout for: <ul style="list-style-type: none"> Country Programme Document (CPD) Pull-up/X-banner UNICEF Maldives Folder UNICEF Maldives note book
		(1 week)	<ul style="list-style-type: none"> UNICEF Maldives Factsheet design UNICEF Maldives Posters UNICEF Maldives T-Shirt UNICEF Maldives flyers
		(1 week)	<ul style="list-style-type: none"> Sustainable Development Goals (SDGs) based wall-hanging Digital templates to be used to insert key messages (for print/web/mobile and broadcast) UNICEF Maldives web-optimized Mini Posters

			(1 week)	<ul style="list-style-type: none"> - UNICEF Maldives event banner templates - Layout design for 2 UNICEF publications (reports) - Layout design for 3 Equity Profiles produced by UNICEF
4- Finalisation of designs/layout for communication materials for print/web/mobile and broadcast	<ul style="list-style-type: none"> • Meeting with programme specialists to finalise designs • Ensure all final designs meet requirements (print/web/mobile and broadcast) • Identify print houses and solicit quotations for printing 	<ul style="list-style-type: none"> • 30 days (between 1 – 31 Oct) 	(1 week)	<ul style="list-style-type: none"> • Layout design and print specifications for the UNICEF Country Programme Document (CPD) • Pull-up/X-banner design with key programme messages and print specifications for each of the 2 Outcome areas of the Country Programme Document indicating the respective 9 Outputs/key messages • UNICEF Maldives Folder design and print specifications • UNICEF Maldives note book and print specifications
				<ul style="list-style-type: none"> • UNICEF Factsheet design and print specifications (9 factsheets based on 9 Output areas) • UNICEF Posters and print specifications (9 posters based on 9 Output areas) • UNICEF Maldives web-optimized Mini Posters (9 mini posters based on 9 Output areas) • Digital templates to be used to insert key messages with specifications (for print/web/mobile and broadcast)
			(1 week)	

			(1 week)	<ul style="list-style-type: none"> • UNICEF T-Shirt design and print specification (1 design) • UNICEF Maldives flyer design and print specification • Sustainable Development Goals (SDGs) based wall-hanging
			(1 week)	<ul style="list-style-type: none"> • UNICEF Maldives event banner templates and print specifications • Layout design and print specification for 2 UNICEF publications (reports) • Layout design print specification for 3 Equity Profiles produced by UNICEF
5- Final handover of materials and supervision of printing	<ul style="list-style-type: none"> • Acquire all digital, print ready files with print specifications (where appropriate) • Meet with selected print house to develop printing timeline • Reviewing pre-print samples with programme specialists • Reviewing pre-print samples with senior management 	<ul style="list-style-type: none"> • 30 days (between 1 – 30 Nov) (2 weeks) (2 weeks) 	<ul style="list-style-type: none"> • All completed designs/layouts handed over to UNICEF MCO • Supervision of printing of materials (with identified local print house) designed for print medium 	
			Total	

6. Estimated duration of contract and deadline for submission of end-product

Duration: 4 months with possible extension from contract start date

7. Official travel involved

N/A

8. Accompanying documents and testimonials

1) Evidence of previous experience in the past 5 years in the form of contracts and/or references.

2) Three case studies (samples of previous work) containing the following information:

- Name of Client
- Title of the Project
- Year and duration of the project
- Scope of the Projects/Requirements
- Proposed Solutions and Outcomes
- Project timelines (start and end date year, and any other information necessary)
- Reference /Contact person details

Qualifications or specialized knowledge and/or experience required

Qualifications:

- Bachelor's degree in graphic design or relevant fields or proven experience (at least 5 years) of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and color management
- Strong theoretical and practical background in graphic design, including the use of cutting edge design software. Show a clear and mature style of design. Good understanding of new and evolving technologies and digital platforms
- Ability to work under pressure and tight deadlines
- Experience working with UN agencies and International Organizations (UNICEF publications and branding guidelines) is desirable

Deadline for applications: Applications with updated CVs and accompanying documents and testimonials should be submitted through the internet link given below by **23 August 2016, 16:00 hrs**

LINK:

<https://goo.gl/hLiKry>

Only shortlisted candidate will be contacted.