

## TERMS OF REFERENCE

<b>Position</b>	Graphic Designer
<b>Type of the contract</b>	SSA Consultant
<b>Organizational Unit</b>	UN Women Moldova
<b>Duty Station</b>	Home-based, with regular interaction through phone, e-mail and Skype with the UN Women Moldova team
<b>Application Deadline</b>	29 October 2021
<b>Duration:</b>	From 8 November 2021 to 31 December 2022, on retainer basis (UN Women does not warrant the maximum number of the requested products, the service will be purchased during the term of the Agreement)
<b>Supervision:</b>	Communications Officer, UN Women Moldova CO, Chisinau

### I. BACKGROUND

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; the achievement of equality between women and men as partners and beneficiaries of development; human rights; as well as humanitarian action and peace and security. Placing women's rights at the center of all its efforts, UN Women leads and coordinates United Nations system efforts to ensure that commitments on gender equality and gender mainstreaming translate into action throughout the world. It provides strong and coherent leadership in support of Member States' priorities and efforts, building effective partnerships with civil society and other relevant actors.

Communication is a key component of UN Women Moldova Country Office's work and constitutes a vehicle for ensuring visibility for successful UN Women Moldova initiatives, results and programmes as well as for raising awareness about key issues of gender equality and women's empowerment. Effective communication involves high quality and creative visual materials intended for social media use and printing.

Within this scope, UN Women Moldova Country Office seeks to hire a Graphic Designer to create graphic images and GIFs, layout different types of knowledge products and provide support to align UN Women Moldova and its implementing partners visual products with the UN Women Branding and visibility rules which will therefore be used in both online and offline communication and visibility activities.

### II. SCOPE OF WORK AND SPECIFIC TASKS

The Graphic Designer will design GIFs, graphics and infographics, publications layouts to disseminate key communication and knowledge products of UN Women and communication campaigns for social media, digital platforms and for printing usage.

The Graphic Designer will work closely with UN Women Moldova Communication team to perform the following tasks:

- Conceptualize and produce animated images (GIFs), graphics and infographics to communicate key achievements of UN Women. The materials should be created for specific use on web and social media and should utilize the UN Women branding, colour and themes.
- Conceptualize, design and layout of high-quality innovative, creative and attention-grabbing materials, for print and web-based communications, such as Infographics, publications, illustrations, print and web-based campaign and advocacy materials, promotion materials and any other communications materials that require creative graphic design.

- Liaise with the printing/ production facilities and provide them with all relevant production-related information.
- Conduct quality control to ensure accurate and high-quality work.
- Modify, review and edit materials as required, in consultation with the relevant UN Women Moldova Communication team.
- Prepare final media files for online distribution.
- Carry out ad-hoc graphic design related work as instructed by the supervisor.

The consultant should:

- Be equipped with all the necessary devices and software to perform the work.
- Follow UN Women Branding Guidelines and Identity Standards as well as the EU Communication and Visibility tools and the EU-UN joint visibility guidelines.
- Explore and propose ways to convey information through animated elements.

### III. PRINCIPLES

- Visual messages should be positive and empowering and reflect the programme's principle of partnership with women's organizations and support to women from disadvantaged groups.
- Materials should be designed in such a way that they can be updated and adjusted for future use (all colours, pantones, fonts, inserted bitmaps or any other used resource should be included in the design package; fonts should not be converted to outlines in order to follow further edits and adaptations in the future).
- The designs of the materials should be consistent with UN Women Communications guidelines.
- UN Women will hold non-exclusive world rights in perpetuity of all designed submissions and products.

Examples of deliverables:

- [Production of Graphic Images for Social Media Use](#)
- [Production of GIFs](#)
- [Adaptation of the corporate images/infographics/GIFs into local languages](#)
- [Laying out of knowledge products \(Reports, Briefs, Flyers, Factsheets, etc.\) using the existing corporate InDesign templates](#)
- [Laying out of knowledge products \(Reports, Briefs, Flyers, Factsheets, brochures, etc.\) without the provision of InDesign or other vector templates](#)
- [Elaboration of designs for publications \(Reports, Briefs, Flyers, Factsheets, brochures, certificates of participation, etc.\)](#)
- [Elaboration of designs for visibility materials \(roll-ups, banners, photo walls, etc.\)](#)

### IV. DELIVERABLES AND TIMELINE

Deliverables	Timeframe
High quality design materials, including animations, graphics and infographics etc. in Romanian, Russian and English languages complying with agreed formats and communication objectives.	The deadline of submission for each assignment will be indicated with the instructions for each assignment.

### V. DURATION OF ASSIGNMENT AND DUTY STATION

The duration of the consultancy is from 8 November 2021 to 31 December 2022. The consultant will be engaged on a job-by-job basis.

There is no commitment or guarantee given by UN Women regarding the number of products to be delivered by the consultant, only that it will not exceed the maximum estimated total cost.

## **VI. CONTRACT SUPERVISION**

The consultant will work in close cooperation with the Communication's team that will be responsible for the quality assurance of the deliverables.

## **VII. FINANCIAL ARRANGEMENTS**

Payment will be done in separate installments upon delivery of services and certification by the Country Office no later than at the end of each quarter. In case the amount of work to be paid exceeds the equivalent of \$500 during a month period, payment will be done within two weeks after the submission and approval of the delivery.

Graphic Designer's performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered.

All deliverables must meet the specified requirements and be signed off as acceptable by the Hiring Manager.

## **III. QUALIFICATIONS AND EXPERIENCE**

### **Education**

- Bachelor's degree in graphic design, animation, communications and/or visual arts. A Technical degree in combination with relevant experience may be accepted in lieu of the bachelor's degree.

### **Experience**

- At least 3 years of professional experience in animation, graphic design and layout work.
- Experience on development of communications materials on gender is an asset.
- Working experience with UN and/or international organizations is an asset.

### **Competencies**

- Proven creative skills in graphic design, visual and digital storytelling.
- Proven creative skills and advanced command over a full range of graphic design software, including Adobe Suite/CC such as Illustrator, InDesign (*mandatory*), Photoshop, After Effects etc.
- Solid understanding of printing and production matters and knowledge of different formats for printing.
- Proficiency in Romanian and Russian languages. Working knowledge of English will be an asset.

### **Evaluation of applicants:**

The candidates will be evaluated in three stages: according to minimum qualification criteria; technical and financial evaluation.

Initially, individual consultants will be short-listed based on the following minimum qualification criteria:

- Bachelor's degree in graphic design, animation, communications and/or visual arts. A Technical degree in combination with relevant experience may be accepted in lieu of the bachelor's degree.
- At least 3 years of professional experience in animation, graphic design and layout work.

The short-listed individual consultants will be further evaluated based on a cumulative analysis scheme, with a total score being obtained upon the combination of weighted technical and financial attributes. Cost under this method of analysis is rendered as an award criterion, which will be 30% out of a total score of 700 points.

Evaluation of submitted offers will be done based on the following formula:

$$B = T + \frac{C_{low}}{C} \times X$$

where:

T is the total technical score awarded to the evaluated proposal (only to those proposals that pass 70% - minimum 490 points obtainable under technical evaluation);

C Is the price of the evaluated proposal;

C<sub>low</sub> is the lowest of all evaluated proposal prices among responsive proposals; and

X is the maximum financial points obtainable (300 points)

Technical evaluation will be represented through desk review of applications and further interview if needed only, depending on the short-listed candidates' qualifications.

Only candidates obtaining a minimum of 490 points would be considered for the Financial Evaluation.

**A) Technical evaluation criteria (including minimum qualifications):** The technical part is evaluated on the basis of its responsiveness to the Terms of Reference (TOR).

#	Criteria for technical evaluation	Scoring	Max. points
1	Bachelor's degree in graphic design, animation, communications and/or visual arts. A Technical degree in combination with relevant experience may be accepted in lieu of the bachelor's degree.	Bachelor's degree - 35 pts Technical degree in combination with relevant experience – 25 pts Formal trainings in graphic design – 35 pts	70
2	At least 3 years of professional experience in animation, graphic design and layout work.	3 years – 125 pts Each subsequent year – 25 pts	200
3	Proven advanced command over a full range of graphic design software, including Adobe Suite/CC such as Illustrator, InDesign (mandatory), Photoshop, After Effects, etc.	No – 0 pts Yes – 100 pts	100
4	Proven creative skills in graphic design, visual and digital storytelling. <i>Portfolio to be provided.</i>	No – 0 pts Yes – 100 pts	100
5	Solid understanding of printing and production matters and knowledge of different formats for printing. <i>Portfolio to be provided.</i>	No – 0 pts Yes – 80 pts	80
6	Proficiency in Romanian and Russian languages. Working knowledge of English will be an asset.	Romanian and Russian – 60 pts English – 30 pts	90
7	Experience on development of communications materials on gender is an asset.	No – 0 pts Yes – 30 pts	30
8	Working experience with UN and/or international organizations is an asset.	No – 0 pts Yes – 30 pts	30
	<b>Maximum total technical scoring:</b>		<b>700</b>

**B) Financial evaluation:**

*In the Second Stage, the financial proposal of candidates, who have attained minimum 70% score in the technical evaluation (at least 490 points), will be compared.*

### **WINNING CANDIDATE**

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

### **Application procedure:**

The following documents should be submitted as part of the application:

1. **Cover letter** to include a brief overview in Romanian, Russian or English about which of your previous experiences makes you the most suitable candidate for the advertised position.
2. **P11** with past experience in similar assignments; can be downloaded at <http://www.unwomen.org/about-us/employment>, a signed copy should be submitted.
3. **Portfolio with examples of performed works of different types and formats** (social media images; GIFs; Web banners/Billboards, Publications for online and print – leaflets, books, newsletters, magazines, and/or other products similar to those listed in this ToR);
4. **Financial proposal (in MDL)** - specifying cost breakdown as per the Annex I and II.

**Please note that only applicants who are short-listed will be contacted.**

**Please note that UN Women Moldova reserves the right to select more than one candidate from this announcement.**

**In July 2010, the United Nations General Assembly created UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women. The creation of UN Women came about as part of the UN reform agenda, bringing together resources and mandates for greater impact. It merges and builds on the important work of four previously distinct parts of the UN system (DAW, OSAGI, INSTRAW and UNIFEM), which focused exclusively on gender equality and women's empowerment.**

**The United Nations in Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other noncitizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.**