

TERMS OF REFERENCE

Job title:	Visual Identity and Graphic Design Consultant
Duty station:	Chisinau, Republic of Moldova
Reference to the project:	Enhancing Democracy in Moldova through inclusive and transparent elections (EDMITE)
Contract type:	Individual Contract (IC)
Expected workload:	Up to 120 working days
Indicative timeframe:	January 2021 – February 2022

1. Background:

Electoral support and capacity development are part of UNDP's democratic governance assistance worldwide, through which UNDP helps nations build democratic frameworks to improve representation, accountability, and transparency for the benefit of citizens.

UNDP has a long-standing partnership with the Central Electoral Commission (CEC) and the Center for Continuous Electoral Training (CCET) aiming at advancing the democratic electoral processes in Moldova by consolidating the transparency and efficiency of elections' management, modernization of electoral IT solutions and enhancing the inclusiveness and participation of voters. This partnership, which spans over 10 years, resulted in the establishment of strong professional institutions, development of a modern State Automated Information System "Elections" (SAISE), the enhancement of the State Register of Voters' accuracy and the design and implementation of effective long-term civic and voter education instruments.

Throughout the last electoral cycles, CEC and CCET due to the continuous UNDP's support have demonstrated strengthened capacities and, despite challenges and persistent financial limitations faced by the institutions, delivered "well-administered elections" as attested by OSCE/ODIHR Observation Missions.

Building on the sustainable results achieved during the first phase of the Project implementation (2017 – 2020), the objectives of the current Project phase (2020 – 2023) are: 1) Enhance the inclusiveness of the electoral process by increasing the functional and technical capacities of the State Automated Information System "Elections" (SAISE); 2) Enhance the political participation of citizens by setting up and implementing the voters' information and civic education programmes; 3) Strengthen the capacity for effective and coherent oversight and monitoring on political party financing; and 4) Improve the legal and regulatory framework to respond to the EOM recommendations.

To achieve the objectives and ensure the sustainability of results, the Project will further enhance strategic partnerships and will engage with key stakeholders, including public institutions, civil society organizations and the donor community. The Project shall continue to support the CEC and CCET in implementing extensive civic education and voter information programs following their strategic documents.

The interventions of the Project will have systematic and significant implications at policy/legislation, coordination, institutional and electoral service provision levels, having a sustainable impact at the national level. At the same time, the partnerships with CSOs (through grants scheme mechanisms) shall be strengthened and expanded for reaching out to particular groups of citizens with voting rights, as to enable them to be more actively engaged in the electoral and democratic processes.

2. Scope of work and expected outputs

The Project intends to contract a Visual Identity and Graphic Design Consultant (further referred to as "Consultant") to provide support to the Project Team in enhancing the Project's current visual identity materials, as well as developing new visual guidelines and graphic materials for the public outreach and communication activities.

The Consultant is expected to carry out the following tasks, under the direct supervision of the Project Manager and in collaboration with the Senior Project Officer and Strategic Communication/Civic Campaign Expert:

- Provide efficient support in defining the visual identity of all communication and public outreach activities;

- Prepare visual guidelines and graphic materials for usage by Project partners (e.g. Civil Society Organizations) under the umbrella of the 2021 Grants Programme “Democracy 2021”;
- Conceptualize and elaborate graphical materials pertaining to the Project’s public outreach and communication activities;
- Ensure full adherence of all developed graphic materials to the UNDP visual guidelines and recommendations;
- Contribute to the Project’s Communication and Visibility Plan by identifying new opportunities for the enhancement of the activities’ visibility in terms of printed and online materials;
- Perform other tasks related to the assignment, as required by the Project Manager on an ad-hoc basis;
- Develop and submit monthly reports on the performed activities;
- Prepare and submit the final activity report and source data / files (in editable format) of all developed materials.

3. **Key deliverables and tentative timetable:**

No	Key deliverables	Tentative timeframe
1.	Detailed workplan – developed and approved by the Project	by 20 January 2020 2 WDs
2.	Full package of the visual identity for the Grants Programme “Democracy 2021” (including usage guideline, logo, visuals for online promotion and distribution, document templates, mockup of promotional materials, etc.) – elaborated and approved by the Project	by 26 February 2021 16 WDs
3.	Set of updates to the current Project visual identity materials – elaborated and approved by the Project	throughout the Contract duration 50 WDs
4.	Set of new graphical materials (for online and printed usage) pertaining to the Project’s public outreach and communication activities – elaborated and approved by the Project	throughout the Contract duration 50 WDs
5.	Final activity report and source data / files (in editable format) of all developed materials – submitted	by 15 February 2022 2 WDs

Note: Deliverables and the final timeline can be amended or specified for the purpose of the assignment. All deliverables should be agreed with Project and be provided in electronic copy. Payment will be made upon the successful completion of the tasks assigned.

4. **Administrative arrangements**

This is a part-time consultancy. The timeframe for the work of Consultant is planned for the period January 2021 – February 2022. The Consultant is expected to dedicate around 10 working days per month to performing the expected responsibilities under the current ToR.

The assignment shall be performed in close coordination with the Project Team and under the guidance and supervision of the Project Manager. The Project will provide the Consultant the necessary information and materials for the fulfilment of the assignment.

For the duration of the assignment, the Project will provide office space, access to internet and printer. The Project also will provide administrative and logistical support in organization of the necessary meetings and/ or consultations. All communications and documentation related to the assignment will be in English and/or Romanian.

Payments will be disbursed upon submission and approval of monthly activity reports, and certification by Project Manager that the services have been satisfactorily performed.

5. **Qualifications and Skills required**

Academic Qualifications:

- University degree or higher in Arts, Design, Communication, Information Technology, or another field relevant to this assignment.

Experience:

- At least 3 (three) years of demonstrated experience in graphical design;

- At least 5 (five) previous assignments related to the development of visual identities for public events, corporate usage or advertisement purposes;
- Previous experience in developing graphical animations is a strong asset;
- Experience in working with CSOs and/or mass-media is a strong asset;
- Previous experience within an UNDP Project and/or EU-funded Project or other international organization is an asset.

Competencies:

- Excellent knowledge of graphic design and animation software/ platforms (e.g. Adobe Suite);
- Strong sense of initiative and ability to work independently;
- Capacity to build strong relationships with clients and respond positively to feedback;
- Fluency in Romanian (verbal and written) is a must.

Personal qualities:

- Creativity and ability to present ideas in a clear and concise manner;
- Responsibility and orientation to details;
- Flexibility and punctuality, ability to meet deadlines and prioritize multiple tasks;
- Proven commitment to the core values of the United Nations, in particular respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status.

The UNDP Moldova is committed to workforce diversity. Women and men, persons with different types of disabilities, LGBT, Roma and other ethnic, linguistic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.

6. Documents to be included when submitting proposals:

Interested individual consultants must submit the following documents/ information to demonstrate their qualifications:

- Offeror's Letter confirming interest and availability;
- Technical proposal (incl. brief description of experience, approach, and methodology for the completion of the assignment);
- Portfolio/ examples of previous works relevant for the assignment (e.g. graphical materials, visual identities for public events, corporate usage or advertisement purposes, etc.);
- Financial proposal (in USD) specifying a total lump sum requested for the assignment specified in the Terms of Reference;
- Duly completed and signed Personal History Form (P11), personal CV and at least 3 (three) references.

Note: Please, refer to the Individual Procurement Notice of this recruitment for a more detailed information on the application and selection process.