

Migration and Local Development Project

Terms of Reference

Job title:	Graphic Designer
Duty Station:	Chisinau Moldova
Section/Unit:	Migration and Local Development Project (MiDL)
Type of Contract:	Individual Contract
Starting Date:	March 20, 2021
Duration of Assignment:	March 2021 – December 2021

Job Content

I. BACKGROUND

The Government of Moldova explicitly acknowledges its commitment to link migration and development at the local level. Institutions at all government levels are becoming increasingly aware that migration is one of development factors; this is especially true for migrants and their potential support to the home communities through local essential service improvement (water, sanitation, education, health and social services), skill and knowledge transfer and income generating opportunities.

Given the stringent need to further advance with the implementation of the Decentralization Strategy and embedding migration aspects into development processes, the State Chancellery together with United Nations Development Programme have designed a new Programme phase of the Joint Integrated Local Development Programme. The project is designed to support Central Public Authorities (CPAs) and LPAs to develop and implement strategic policies, methodologies and procedures related to temporary, permanent and circular migration and link them to local development processes, which will enable further design and implementation of joint service improvement and income-generating initiatives, ensuring equal access for women, children, young people the elderly, the disabled, and other population groups in selected localities. Moreover, the project is developed as a replicable approach with potentials for scaling up, with intensive capacity building and strengthening of national and local public authorities to better plan, manage, budget, and implement public service management with participation of community members, including migrants.

Thus, as seen above, integrating migration into local development requires a systematic, tangible and programmatic approach. The current project is proposed on the basis of the results achieved during the implementation of 3 phases of JILD (2007-2015), which has put a series of methodological approaches and strategic frameworks in place. It supports integrated and systematic local development planning and management, by tackling both central and local levels.

The Overall Objective of the Programme is Communities affected by migration benefit from improved essential local services, namely water and sanitation, health, social and education services, and have access to income-generating opportunities, including improved employment reintegration support for returnees.

Considering the specific local development context, current situation and needs, the project sets two primary outcomes:

Outcome 1: The Ministry of Labour, Social Protection and Family and the National Employment Agency have mandates, capacities and resources to provide qualitative employment reintegration services to all returnees.

Outcome 2: Local public authorities have the capacities and resources to engage with community members, including migrants, and to promote know-how transfer from abroad with a view to improving local essential services and offering opportunities for income-generating activities.

Both areas of the project emphasize the national ownership and strengthening capacities at national and local levels to enable a socio-economic environment, secure employment support, reduce disparities and inequalities, provide income generating opportunities, and ensure sustainable local development. The project intervention will apply human rights based and gender equality approaches, including community empowerment and mobilization models with migrants' engagement, and various tools for efficient service provision.

During the first 3 years of implementation (2015-2018) the project proved that the diaspora can contribute a lot back to their places of origin: it is now more engaged in home communities development through 38 Home Town Associations (HTAs), providing already over 6 mln. Lei to local development projects.

A unique model of engaging migrants in the development of their home communities was successfully developed and tested. Centered around HTAs, local public administration with improved migration management capacities, and their permanent interaction, it proved to work well in all Moldovan regions, including Gagauzia and the Security Zone.

II. SCOPE OF WORK AND SPECIFIC TASKS

The Graphic Designer will support the UNDP Migration and Local Development Project to produce and disseminate key communication and knowledge products (by designing GIFs, graphics and infographics, publications layouts), communication campaigns materials for social media, digital platforms and for printing usage.

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

- Conceptualize and produce animated images (GIFs), graphics and infographics to communicate key achievements of Migration and Local Development Project. The materials should be created for specific use on web and social media and should utilize the UNDP branding, color 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, revise and edit materials as required, in consultation with relevant Migration and Local Development Project 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 UNDP/Migration and Local Development Project Branding Guidelines and Identity Standards and visibility guidelines;
- Explore and propose ways to convey information through animation elements.

III. PRINCIPLES

- Visual messages should be positive and empowering and reflect the project’s principles;
- Materials should be designed in such a way that they can be updated and adjusted for future use (all colors, 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 UNDP/MiDL Communications guidelines;
- UNDP will hold all rights in perpetuity of all designed submissions and products.

IV. DELIVERABLES AND TIMELINE

Types of deliverables	Examples
Production of Graphic Images for Social Media Use (quote cards, cover pages, illustrations, customized for various platforms)	https://www.dropbox.com/t/xAKkGNY7YapzQ1TI
Production of GIFs	https://www.dropbox.com/t/dg2X3fpW5qleE84c
Adapting of the corporate images/infographics into local languages	https://www.dropbox.com/t/nXktSD1oOIG8xXfA
Developing the knowledge products (Reports, Briefs, Flyers, Factsheets, etc.) using the existing corporate InDesign templates	https://www.md.undp.org/content/moldova/ro/home/librariy/inclusive_growth/cum-relans_m-economiile-locale-din-moldova--ghid-de-dezvoltare-e.html
Elaboration of designs and layouts of for Knowledge Products (Reports, Briefs, Flyers, Factsheets, brochures, etc.)	https://mecc.gov.md/sites/default/files/pliant_2020_ro_ru.pdf

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.	<p>The deadline of submission for each assignment will be indicated with the instructions for each assignment:</p> <ul style="list-style-type: none"> - By end of May 2021 - By mid of September 2021 - By end of November 2021

V. DURATION OF ASSIGNMENT AND DUTY STATION

The duration of the consultancy is during March 2021 – December 2021 and the consultant will be engaged on a job by job basis.

There is no commitment or guarantee given by MiDL Project 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 Communications team, who 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 MIDL Project no later than at the end of each quarter, per each product delivered.

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

Payment on quarterly basis upon satisfactory submission of deliverables. All deliverables must meet the specified requirements and be signed off as acceptable by the Communication officer and Project manager.

III. QUALIFICATIONS AND EXPERIENCE

Education

- At least 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, vulnerable groups, migration - is an asset
- Working experience with UNDP and/or national/international organizations is an asset

Competencies

- Very good creative skills in graphic design, visual and digital storytelling;
- Very good 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;
- Working knowledge of English, Romanian and Russian languages.

Documents to be included when submitting the proposal:

1. Technical proposal: explaining why he/she is the most suitable for the work including past experience and portfolio of previous similar works;
2. Financial proposal (in MDL);
3. Duly completed CV and at least 3 contacts for references;
4. Offeror's letter confirming interest and availability for the assignment.