

TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF GRAPHIC DESIGN CONSULTANT

GENERAL INFORMATION

Services/Work Description:	Digitalizing UNDP The Gambia Country office 2019-2020 Annual Report
Post Title:	Graphic Designer for UNDP Annual Report
Duty Station:	Home based (remote)
Duration:	15 paid working days within a period of 35 working days with possibility of a no cost extension
Expected Start Date:	Immediately after Concluding Contract Agreement

BACKGROUND / PROJECT DESCRIPTION

In The Gambia, UNDP supports national efforts for sustainable human development in line with the Gambian National Development Plan (NDP) 2018 – 2021 which is aligned with the 2030 Agenda for Sustainable Development/SDGs and the African Union Agenda 2063. To deliver on its mandate, UNDP partners with key government institutions and employs different means of actions including institutional capacity strengthening, harnessing strategic linkages, support to evidence-based policy formulation, planning and implementation, resource mobilization, support to national planning processes and mainstreaming of relevant issues.

This project seeks to digitize the activities and outcomes of the country office effort to deliver on its mandate and capture its results for the 2019/2020 Annual Report. The country office comprises three clusters under which various projects and units' function. Given the UNDP Digital by Default approach to include digital elements within projects, the services of a graphic design consultant are required to digitize reporting on the country office 2019-2020 activities and outcomes. This will include infographics and other visual aids that will make the report more informative, illustrative, easier to understand and follow by the public, our partners, donors, and UNDP and wider UN bodies. Finally, the report should also be in a format that is easier to share to ensure the widest reach possible.

SCOPE OF THE WORK

The hired Graphic Designer will be working closely with the country office, liaising with the communication officer to support in the objectives of this assignment. This will include digitizing content and finalizing the 2019-2020 Annual Report based on the draft report provided by the UNDP Country office for the purpose of distribution and communications. The content is current in text format but the report will need to be downsized significantly and should make use of data visualizations, infographics, photos, storytelling, with a good balance between narrative and visuals for greater ease of reporting.

The Graphic Designer will share a workplan after liaising with the communication officer and the Deputy Resident Representative and is required to provide the principal service of digitizing the 2020 UNDP The Gambia annual report, with the following:

1. PDF and static webpage along with all layout and design files for potential future editing purposes
2. Ensure content includes infographics that help simplify and visualize reporting details e.g. graphics; images; color schemes; tables; formatting, layout and background options etc. This includes SDG branding guidelines.
3. Produce snippets of results from the report that can be shared on social media for greater reach e.g. individual sections or one-pagers

Specifically, based on agreed upon timeline the Graphic Designer will expected:

- A. Design the layout of the report ensuring
 - i. Visual and aesthetics design for data visualizations, infographics, photos, tables, graphs, and figures
 - ii. Clear and legible layout of the narrative report, including table of content, quotes, notes, and textboxes.
- B. Edit and Finalized the report ensuring:
 - i. A maximum of 20 pages, A4
 - ii. Coherent flow of information with consistent language and easy understand
 - iii. A report that is visually appealing and easy reading to the target audience

III. EXPECTED OUTPUTS AND DELIVERABLES

The hired Graphic Designer will liaise closely with the head of the AccLab and the Communication officer as well as relevant officers to produce the following deliverables based on the scope of work:

Deliverables	Estimated Number of Working Days	Completion Deadline	Review and Approval Requires
1. Submit Proposal 3 concept designs for Annual Report	1 day	5 days from contract start date	UNDP Resident Representative
2. Submit full zero draft design of the report consisting of photos, figures and icons for review	3 days	10 days from contract start date	UNDP Resident Representative
3. Revision period – submit at most 10 revisions with 1 day turn around based following feedback from UNDP.	1-10 days	30 days from contract start date	UNDP Resident Representative
4. Provide final report design with the overall feedback, including the submission of electronic copy of the report (in PDF/AI/PSD), for print and online format	1 days	35 days from contract start date	UNDP Resident Representative

IV. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

UNDP, through its Head of AccLab and the Communications Analyst will manage and oversee the process based on clearance from the UNDP Resident Representative or her designate.

VI. DURATION OF THE WORK

The assignment period has an estimated duration of 15 paid working days with a duration of 35 working days. This includes the period of reviewing and revising draft report - at most 10 revisions - based on UNDP's feedback.

VII. QUALIFICATIONS OF THE SUCCESSFUL CONSULTANCY FIRM

a. Years of experience:

- Minimum of five years' experience in producing digital media content for clients including but not limited to video production, articles, infographics, and print media
- Proven Experience working with development actors or government, in digital media production
- While the Firm has the responsibility of proposing the team composition, the tasks in the assignment will require the involvement of at least the following key experts. The Firm will be required to provide the experts on a need's basis and upon the written request of the UNDP.
 - Graphic Designer: 5 years minimum experience in graphic design including experience in infographics and print media
 - Editor: 5 years minimum experience in editing English articles and stories.

b. Language skills:

- The language of communication and writing reports is English.

c. Compliance of the UN Core Values:

- Demonstrates integrity by modelling the UN's values and ethical standards
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.

Important Note:

The Graphic Designer is required to have the following professional and technical qualifications. **Only the applicants who hold these qualifications** will be shortlisted and contacted.

VIII. CRITERIA FOR SELECTING THE BEST OFFER



Upon the advertisement of the Procurement Notice, qualified Consultancy Firms are expected to submit both the Technical and Financial Proposals. Accordingly; Consultancy firms will be evaluated based on Cumulative Analysis as per the following scenario:

- Responsive/compliant/acceptable, and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:
 - a. 60% - technical proposal
 - b. 40 % - financial proposal

Technical Proposal:

Summary of Technical Proposal Evaluation Forms		Points Obtainable
1.	Bidder's qualification, capacity and experience	200
2.	Proposed Methodology, Approach and Implementation Plan	500
3.	Management Structure and Key Personnel and Sample of Works	300
	Total	1000

Section 1. Bidder's qualification, capacity and experience		Points obtainable
1.1	Reputation of Organization and Staff Credibility / Reliability / Industry Standing	30
1.2	General Organizational Capability which is likely to affect implementation: management structure, financial stability and project financing capacity, project management controls, extent to which any work would be subcontracted	40
1.3	Relevance of specialized knowledge and experience on similar engagements done in the region/country (Scoring: 40 points for 10 years and 2 points for each additional one year above 10 years up 15 years)	50
1.4	Quality assurance procedures and risk mitigation measures	50
1.5	Organizational Commitment to Sustainability (mandatory weight) -Organization is compliant with ISO 14001 or ISO 14064 or equivalent – 20 points -Organization is a member of the UN Global Compact -5 points -Organization demonstrates significant commitment to sustainability through some other means- 5 points, for example internal company policy documents on women empowerment, renewable energies or membership of trade institutions promoting such issues	30
Total Section 1		200

Section 2. Proposed Methodology, Approach and Implementation Plan		Points obtainable
2.1	Understanding of the requirement: Have the important aspects of the task been addressed in sufficient detail? Are the different components of the project adequately weighted relative to one another?	80
2.2	Description of the Offeror's approach and methodology for meeting or exceeding the requirements of the Terms of Reference	100
2.3	Costed work plan based on deliverables and scope of work for 15 paid working days with a duration of 35 working days	100
2.4	Details on how the different service elements shall be organized, controlled and delivered	50

2.5	Description of available performance monitoring and evaluation mechanisms and tools; how they shall be adopted and used for a specific requirement	50
2.6	Assessment of the implementation plan proposed including whether the activities are properly sequenced and if these are logical and realistic	70
2.7	Demonstration of ability to plan, integrate and effectively implement sustainability measures in the execution of the contract	50
Total Section 2		500

Section 3. Management Structure and Key Personnel and Sample of Works			Points obtainable
3.1	Composition and structure of the team proposed. Are the proposed roles of the management and the team of key personnel suitable for the provision of the necessary services?		40
3.2	Qualifications of key personnel proposed		
3.2 a	Graphic Designer		100
	- General Experience	30	
	- Specific Experience relevant to the assignment	30	
	- Regional/International experience	30	
	- Language Qualifications	10	
3.2 b	Editor		100
	- General Experience	30	
	- Specific Experience relevant to the assignment	30	
	- Regional/International experience	30	
	- Language Qualifications	10	
3.3	3 samples of similar works submitted		60
Total Section 3			300

Financial Proposal:

For cost analysis purposes, the firm is requested to provide a cost for 15 working days that comprises of the following labor breakdown:

- Graphic Designer for 50%
- Editor for 50%

XI. CONFIDENTIALITY AND PROPRIETARY INTERESTS

- The Individual Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent.
- Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP.