



UNITED NATIONS DEVELOPMENT PROGRAMME
UNDP Somalia

Terms of Reference (TORs)

Individual Contractor (International)
Graphic Designer- (IC Framework Agreement)

A. Project Title: **Communications Unit**

B. Project Description

The United Nations Development Programme (UNDP) is the UN's global development network. Its mandate is to end poverty, build democratic governance, rule of law, and inclusive institutions. UNDP advocates for change and connects countries to knowledge, experience and resources to help people build a better life for themselves and promotes technical and investment cooperation among nations through provision of expert advice, training and grants support to developing countries for long term benefits.

With a focus on external communications, UNDP Somalia Communications Unit provides support to the Country Office programmes and projects to raise awareness of UNDPs work and, advocate for related issues. In this regard, the Unit implements the corporate communications strategy, designs, manages and facilitates the implementation of the Country Office communications strategy with a view to influence the development agenda, to promote public and media outreach and to mobilize political and financial support for UNDP through production of high-quality text, video and photo products for a wide range of audience including donors, partners and the general public.

Within this context, UNDP seeks to enter into Individual Contractor's Framework Agreement/Long-Term Agreement with a graphic designer who can provide high-quality professional design work, clearly and accurately convey corporate messaging and deliver within deadlines.

C. Scope of Work

The objective of this assignment is to produce well designed materials for the UNDP Somalia. The Contractor will be responsible of all aspects of design and lay-out and in the production of print-ready files and ensuring that publications meet UNDP standards. Working closely with the Communications and Project teams, the Contractor's tasks will include but not be limited to the following:

- Transform text-based communications materials into visual graphic design materials such as reports, infographics, brochures, backdrops, etc;
- Develop designs for communication materials based on assignment brief;
- Provide recommendations on the best and most relevant visual design style and materials suitable for the projects' target audience;
- Liaise with and report to the UNDP Communications Specialist regarding any visual design work.

Examples of assignments will include but will not be limited to:

- Various reports including Annual and Donor Reports;
- Design for project communications materials such as backdrops and banners;
- Brochures, infographics, factsheets, leaflets, posters and newsletters;
- Visual elements for social media campaigns;
- Other UNDP documents related to its work.

For each agreed communication product assigned, the Contractor will:

- Design and layout the assigned communication product;
- Submit preliminary layouts for discussion with UNDP;
- Revise the selected layout as discussed with UNDP;
- Submit a draft to UNDP for proofreading;
- Ensure all corrections have been inserted;
- Obtain a final sign off from UNDP before submitting electronic files to the printer;
- Prepare electronic files for the printer;
- Create PDFs from the electronic file for UNDP web posting.

D. Expected Outputs and Deliverables

If and when any of the above services will be required, UNDP and the Contractor will agree on work output (within the scope of the LTA), number of working days necessary and target due dates prior to commencement of work. Detailed specifications for each individual assignment will be given to the selected Contractor as and when their services are required. The call-off mechanism (trigger) for each assignment will be a written request from the Communications Specialist to the Contractor.

Deliverables/ Outputs	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required
<ul style="list-style-type: none">• Graphic design for UNDP Somalia communications and reporting products• Print ready PDF files as well as entire InDesign projects for all products	As per the agreed timeframe	As per agreed timeframe	Communications Specialist

E. Institutional Arrangement

1) Reporting Lines

The Consultant will work under the direct supervision of the Communications Specialist in close collaboration with other Communications Unit and respective project staff on all assignments.

2) Equipment

The Consultant will be required to have a personal laptop and shall use own equipment/software. UNDP shall not provide any equipment/software.

F. Duration of the Work

Consultant will be contracted based on a framework agreement for an initial period of 12 months with a maximum 100 working days with possible extension for two additional 12-month terms of a maximum of 100 working days each subject to satisfactory performance review and availability of funds.

G. Duty Station

Home-based.

H. Qualifications of the Successful Individual Contractor

Competencies

Corporate:

- Demonstrates integrity and fairness, by modelling the UN/UNDP's values and ethical standards;
- Promotes the vision, mission and strategic goals of the UN and UNDP;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.
- Treats all people fairly
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment

Functional Competencies:

- Excellent graphic, design and creative skills;
- Proficiency in use of design software such as Adobe Designs, Premium, In-Design and corelDraw;
- Excellent analytical skills - internet research, development of statistics and charts and the ability to handle and interpret data;
- High level logical and methodological organizational skills and the ability to multi-task;
- Ability to manage complexities and to work in a high-pressure working environment with frequent urgent deadline;
- Proactive approach to delivering tasks and the ability to work without supervision except for liaison with UNDP Communications Unit
- Strong knowledge of development and humanitarian issues;

Client Orientation and Communication

- Excellent interpersonal and networking skills and the ability to establish and maintain effective working relations.
- Supports and encourages open communication and responds positively to critical feedback and differing points of view.
- Ability to work in a multi-cultural environment and to communicate sensitively across different constituencies and awareness of political sensitivities;

Education:

- Degree in graphic design, communications, international development or related field or professional qualification in graphic design.

Experience:

- A minimum of five years' of progressively relevant professional work experience with design of reports and promotional materials;
- Strong theoretical and practical background in graphic design, including the use of design software such as Adobe Designs, Premium, In-Design, corelDraw, or similar;
- Proven experience of graphic production from start to published/printer product with knowledge of printing processes (off-set and digital) and colour management;
- Familiarity with UNDP branding and communication guidelines /previous working experience with UNDP is an advantage;
- Experience with on-call assignments with the UN/UNDP **OR** international development partners is preferred.

Language Requirements:

- Fluency in written and spoken English
- Knowledge of Somali is desirable.

I. Scope of Price and Schedule of Payments.

The resulting LTA will be a mutual arrangement between UNDP and an individual to provide the required services at prescribed prices over a period of 12 to 36 months. Under an LTA framework, UNDP does not warrant the maximum number of days of service will be purchased during the term of the contract as this will depend on actual needs. Therefore, although the LTA will have a ceiling amount that may accrue to the Consultant during the life of the LTA, the ceiling amount shall remain as an upper limit and must not be interpreted nor understood as a financial commitment or guarantee of business volume.

- Services will be delivered on a on-call basis;
- Payment will be made based on the actual number of days worked and satisfactory performance of each Deliverable as specified in the call-off from UNDP. On completion of each assignment, the Contractor will submit an invoice (UNDP Certificate of Payment) for approval by the Communications Specialist that the Contractor has delivered the contract obligations in a satisfactory manner;
- Payment will be made within 30 days of submission of invoice and certification of payment by UNDP.

J. Application Procedure

Interested and qualified candidates are requested to submit an application package to the mandatory email address for electronic submission bids.so@undp.org on or before **March 20, 2020, 13:00H East Africa Time (GMT+3)**. Applications sent to any other email address will be rejected. **Only complete applications will be considered.** A complete application package must include the following documents;

1. Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP (Annex II);
2. **Personal CV or P11** indicating all experience from similar projects and specifying the relevant assignment period (from/to) as well as the email and telephone contacts of at least three (3)

professional references;

1. Technical Proposal:

Please submit a portfolio (**at least 3 samples via URLs**) of previous work to the UN/UNDP and other international organisations with a maximum one-page document briefly outlining why the candidate considers him/herself as suitable for the assignment.

2. Financial Proposal:

The financial offer should be quoted in United States Dollar (USD) based on a professional daily fee of up to a maximum of 300 working days. No other costs, e.g. travel, should be included in the financial proposal at this stage (Annex II).

Any request for clarification shall be communicated to UNDP in writing via email at procurement.so@undp.org.

K. Criteria for Selection of the Best Offer

Evaluation Process:

Candidates will be reviewed based on required skills and experience stated above and based on the technical evaluation criteria outlined below. Candidates will be reviewed based on cumulative scoring. When using the weighted scoring method, the award of the contract will be made to the candidate whose offer has been evaluated and determined as

- a) Being responsive/compliant/acceptable; and
- b) Having attained the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation where technical criteria weights 70% and financial criteria/proposal weights 30%.

Technical Qualification Evaluation Criteria - (70% of total evaluation, i.e., 70 points)

Technical Evaluation Criteria	Maximum obtainable score
Education	10
Quality of design work submitted as a portfolio, including creativity, clearness of data presentation, use of images, attention to detail, use of language (based on submitted samples of previous work).	40
Length and relevance of experience with reference to CV and work samples	20
Total Obtainable score	70

Only candidates obtaining a minimum of 49 points (70% of the total technical points) shall be considered for the financial evaluation.

Financial Evaluation Criteria (30% of total evaluation; Maximum 30 points)

The maximum number of points assigned to the financial proposal is allocated to the lowest price proposal. All other proposals receive points in inverse proportion. The following formula will be used to evaluate financial proposal:

$p = y (\mu/z)$, where:

p = points for the financial proposal being evaluated

y = maximum number of points for the financial proposal

μ = price of the lowest priced proposal

z = price of the proposal being evaluated

L. Contract Award

Candidate obtaining the highest combined score in the combined score of technical and financial evaluation will be considered technically qualified and will be offered to enter into contract with UNDP.

M. Annexes to the TOR

- Annex I - The Individual Contract template and its General Terms and Conditions, which you would be expected to sign in the event you are the selected Offeror in this procurement process.
- Annex II - Offeror's Letter to UNDP confirming Interest and Availability for the Individual Contract including financial proposal template.

UNDP will only be able to respond to those applications in which there is further interest.