



**TERMS OF REFERENCE**  
**Web Designer for UNDP Africa Sustainable Finance Hub**

**Type of Contract:** Individual Consultant

**Duty Station:** Home based

**Duration:** 11 months starting ASAP

**Language of the assignment:** English

**Closing Date:** 22 June 2022

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## **1. Background**

UNDP's Africa Sustainable Finance Hub was created to deliver on UNDP's mandate and strategic approach for SDG financing in the Africa region and covers activities related to regional and country level support in financing the implementation of the National development priorities of African countries, aligned with the Sustainable Development Goals by 2030, the Africa Union Agenda 2063 and the Paris Agreement. The Africa Sustainable Finance Hub (ASFH) seeks to build a name as a knowledge broker in the area of SDG financing servicing both Regional Bureau Africa (RBA) and external partners. A core function of ASFH is supporting RBA country offices (COs) to build up expertise and knowledge regarding financing the SDGs. Through advisory services, technical assistance, knowledge brokering and capacity building, as well as south-south and triangular cooperation, the ASFH has continued to grow the Financing SDGs agenda. It has established a robust portfolio of regional and Country Office programmes, with a focus on Public finance for SDGs, Integrated National Financing Frameworks, Unlocking Private Capital for SDGs, SDG Impact Management and Finance Tracking, as well as South-South Cooperation. The ASFH also produces strategic knowledge products to inform country offices and our partner governments on relevant aspects of SDG Financing and providing thought leadership for our advisory services.

As part of the push towards building ASFH's profile and online presence, the Hub is developing a Knowledge, Learning and South-South Exchange Portal (KLSS) which will provide ASFH with a strategic and structured knowledge management and delivery mechanism tailored to the different COs, teams, and broader audiences that we serve. The KLSS Portal is aligned with our regional flagships and aims to bring together the hub's training and knowledge brokering initiatives under one roof on an ASFH website. This will help in communicating our offers to RBA COs as well as provide our country focal points and communities of practice a rich online repository to support programme implementation.

In this context, the ASFH requires a Web designer to design and establish a web portal for the ASFH.

## **2. Scope of work**

The web designer and communication expert would be responsible for:

- Design the branding of the African Sustainable Finance Hub based on the current identity elements and the guidelines for content assets (templates for online and offline interactions, taglines, hashtag, messaging, visuals, etc.)
- Designing and Establishing the web portal/landing page for the ASFH including the digital content design of the KLSS platform,
- Edit and update of the content presented on website with inputs from all the ASFH technical teams
- Development of a Communications Plan for ASFH aligned with ASFH flagship services
- Create and maintenance of social media accounts (twitter, LinkedIn, Facebook, Instagram, YouTube) for ASFH and curate content reflecting key events and knowledge product launches etc.
- Undertake regular analysis of web visits, audience and promotional platforms for targeted outreach.
- Any other support as needed.

### 3. Expected Outputs and deliverables

- ASFH Landing page
- KLSS portal with clear catalogue of events, service offer modules and knowledge products
- Quarterly report of activities on ASFH social media accounts and web visits

### 4. Institutional arrangements/reporting lines

The consultant will work under the close guidance of the team leads in the Africa Sustainable Finance Hub throughout the duration of the assignment and reporting to the team leads in the hub. The consultant will ensure the quality of deliverables and maintain regular communication with UNDP Africa Sustainable Finance Hub to ensure deliverables are on track.

### 5. Required skills and experience

- The consultant must have considerable experience in designing websites, communication materials, reports and managing social platforms.
- At least 5 years of relevant working experience in graphic design, with at least 3 of those years consisting of designing websites and managing websites and communication materials.
- Experience in working with UN agencies and/or other international organizations is desirable.
- Ability to work under pressure and meet strict deadlines.
- Ability to produce quality content.

### 6. Selection criteria

The following criteria will serve as basis for evaluating offers:

- Only those applications which are responsive and compliant will be evaluated.
- The technical criteria (education, experience, language) will be worth a maximum 100 points with a weightage of 70%.
- Technical criteria for evaluation (**Max 100 points**).
- Criteria 1: Relevance in education background – **Max 40 points**.
- Criteria 2: Experience working on website design for an international organization – **Max 30 points**.
- Criteria 3: Experience in working with UNDP and familiarity with UNDP editorial guidelines and templates – **Max 20 points**.
- Criteria 4: Excellent English communications skills – **Max 10 points**.

Applications will be evaluated based on the lowest-priced **taking into consideration the combination of the applicants' qualifications and financial proposal** o:

- Responsive/compliant/acceptable, and
  - a. Technical Criteria weight is 70%
  - b. Financial Criteria weight is 30%

### 7. Payment Modality

Payment to the individual contractor will be made based on the deliverables accepted and upon certification of satisfactory completion by the manager.

### 8. Logistical support

- The consultant will be given access to relevant information necessary for execution of the tasks under this assignment.
- The consultant will be responsible for providing their own working station for the execution of the tasks under this assignment.

### 9. Duration of the work

Up to 11 months.

**10. Confidentiality and proprietary interests**

The 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.

**11. Application Procedures**

Interested candidates are required to submit application, including CV (with 4 previous graphic design products), a technical proposal (presenting an outline that specify the details, steps and dates of the assignment) and a financial proposal.

**This TOR is approved by:** [indicate name of Approving Manager]

**Signature:** \_\_\_\_\_

**Name and Designation:** \_\_\_\_\_

**Date of Signing:** \_\_\_\_\_