



TERMS OF REFERENCE

Visual Communications Expert

Individual Consultancy

Project:	Network of Local Governments II project
Consultancy:	National Consultant: Visual Communications Expert
Duration:	4 months
Expected Contract Start Date:	25 July 2022
Contract End Date:	31 October 2022
Duty Station:	Amman – Jordan

BACKGROUND

Since 2011, His Majesty King Abdullah II led multiple calls for political reform, seeking to shift the social contract in Jordan to one that places the emphasis on inclusive participation, with special focus on youth, women, and political parties, in decision-making, electoral and political streams and representation in elected bodies, to enhance democratic accountability, transparency and political pluralism.

The Elections and Political Parties' Laws have been amended a few times, yet recent political reform, which resulted in the amendment of the Elections and Political Parties Laws, managed to accommodate for the recognized changing realities and to ensure citizens, especially vulnerable groups (women, youth and PWDs) are engaged, actively and meaningfully, in the public and political spheres.

The new Election Law is envisaged to help develop a more effective multiparty system with better representation of women and youth. A mixed electoral system comprising of two levels of representation, the "national district" and the "local districts" was endorsed. The national district or national lists shall only be limited to political parties.

As UNDPs' mandate includes promoting and supporting women, youth and people with disabilities electoral and political participation, UNDP is keen to support the Independent Election Commission (IEC) to develop an inclusiveness advocacy campaign in the electoral and political processes at the national and subnational levels. This is envisaged, on the long run, to support advancing citizen participation in civil and political life, raising citizens' trust in their governing bodies, and enhancing governmental bodies responsiveness to the needs of citizens.

This intervention falls under the United Nations Development Programme's Network of Local Governments (NLG) project. The project, funded by the Norwegian Ministry of Foreign Affairs, aims to enhance public transparency, accountability, and citizen participation in the decision-making process and territorial planning at the local level.

The consultant is required to contribute to the promotion of political participation and engagement of youth and women in elections and political parties by the development of the visual language for a national political awareness campaign, focused on recent Jordanian political reforms.

PURPOSE OF THE CONSULTANCY

The consultant will support the Network of Local Governments Phase-II Project in the development of the visual language for a national political awareness campaign, focused on recent Jordanian political reforms, implemented in partnership with the IEC. The campaign's core goal is the promotion of political participation and engagement of youth and women in elections and political parties. The consultant will be responsible for development and production of multimedia online and offline content that increases reach, visibility and effectiveness of the campaign.

INSTITUTIONAL ARRANGEMENTS

Under the overall guidance of the Governance and Peace Team Leader and the Senior Programme Specialist, the consultant will work closely with the UNDP project staff and the Directorate of Communication, Information and Awareness at the IEC.

The consultant is expected to physically attend and participate in technical meetings, brainstorming and content development sessions, as well as presentations. They will also be expected to provide guidance on work done by junior designers, and to cooperate closely with writers, editors and the campaign leadership.

RESPONSIBILITIES UNDER THE CONSULTANCY

The overall responsibilities of the consultant are:

- Campaign branding: Create a visual identity and concept for the campaign including, but not limited to: Logo, icons, color palette, typography, brand guidelines, design templates, and design variations for multiple uses.
- Outdoor campaign: Design 1-15 outdoors' banners and posters designs.
- Brochures and other print material: A minimum of 3 for various uses and messages.
- Social media:
 - A minimum of 25 templates designed for use on Facebook, twitter, Instagram.
 - A minimum of 15 thumbnail designs for use through YouTube.
 - A minimum of 150 social media original content design (input is provided by digital media team)

- A minimum of 2 social media filters, dedicated for TikTok and Instagram use.
- A minimum of 20 infographic designs and the necessary variations needed for use in print, T.V., and others if required.
- Video related material: Design of a minimum of 50 elements, icons, objects and/or backgrounds related to animated or semi-animated content
- Material related to events and workshops: a minimum of 20 designs, including but not limited to, banners, roll-ups, print and digital backgrounds.
- Attend regular meetings at the IEC, dedicated to brainstorming, feedback, coordination, group work and any other need that may arise.
- Support and report biweekly progress on the deliverables to UNDP and IEC.
- Other tasks as needed or requested by the IEC and UNDP Senior Programme Specialist.

Deliverables will be required to be produced in a variety of formats including for digital and print distribution, depending on the needs of the projects under the Governance and Peace Pillar.

SCHEDULE OF PAYMENTS & DELIVERABLES

The payments will be effective upon the achievement of the corresponding milestones and for the following amounts:

%	Deliverables	Estimated date
20%	<ul style="list-style-type: none"> • Submission of the campaign branding: Visual identity and concept for the campaign including, but not limited to: logo, icons, color palette, typography, brand guidelines, design templates, and design variations for multiple uses. 	15 days from signing the contract
20%	<ul style="list-style-type: none"> • Outdoor campaign: Design up to 15 outdoors' banners and posters designs. • Social media: <ul style="list-style-type: none"> ○ A minimum of 25 templates designed for use on Facebook, twitter, Instagram. 	30 days from signing the contract
20%	<ul style="list-style-type: none"> • Brochures and other print material: A minimum of 3 for various uses and messages. 	45 days from signing the contract
20%	<ul style="list-style-type: none"> • Video related material: Design of a minimum of 25 elements, icons, objects and/or backgrounds related to animated or semi-animated content • Material related to events and workshops: a minimum of 10 designs including, but not limited to, banners, roll-ups, print and digital backgrounds. 	60 days from signing the contract
20%	<ul style="list-style-type: none"> • Video related material: Design of a minimum of 25 elements, icons, objects and/or backgrounds related to animated or semi-animated content 	90 days from signing the contract

	<ul style="list-style-type: none"> Material related to events and workshops: a minimum of 10 designs including, but not limited to, banners, roll-ups, print and digital backgrounds. 	
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QUALIFICATIONS OF THE SUCCESSFUL EXPERT

Education

Bachelor's degree in the areas of communications, graphic design, or any related fields.

Work Experience

- Minimum five years of experience in in Public Relations and Mass Media.
- Minimum five years of experience in design and/or communication for purposes of animation, social media, outdoor campaigns, and print ads.
- Experience in raising awareness on the democratic rights and political participation using digital media and technology.
- Demonstrates innovation, creativity, critical thinking, and complex problem solving.
- Experience in working with national government organizations, with development actors, civil society, UN or related development organizations.

Core Competencies

- Demonstrates integrity by modelling the UN's values and ethical standards.
- Promotes the vision, mission, and strategic goals of UNDP.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.
- Treats all people fairly without favoritism.
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.
- Respects and demonstrates good knowledge of the national local context.

Language

Fluency in Arabic and English language.

SHORT LISTING CRITERIA – PASSING SCORE (70%)

Criteria	Maximum points
Bachelor's degree in the areas of communications, graphic design, or any related fields.	20%
Over five years of experience in Communications, graphic design and Social Media design.	20%
Experience in working with national government organizations,	20%

with development actors, civil society, UN or related development organizations.	
Demonstrates innovation, creativity, critical thinking, and complex problem solving.	10%

CRITERIA FOR SELECTION OF BEST OFFER

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- a) Being responsive/compliant/acceptable, and
- b) Having received the highest score based on the following weight of technical and financial criteria for solicitation as per the schedule below:

* Technical criteria weight: 70%

* Financial criteria weight: 30%

Only candidates obtaining a minimum (70%) in the technical evaluation shall be considered for the financial evaluation.

Of those offers considered in the financial evaluation, the lowest price offer will receive 30 points. The other offers will receive points in relation to the lowest offer, based on the following formula: $(P_n / P_l) * 30$ where P_n is the financial offer being evaluated and P_l is the lowest financial offer received.

Technical Criteria	Maximum points
Clear methodology identifying the route and requirements for performing research with a logical timeframe. A detailed workplan summarizing the different activities and resources needed to fulfil them.	20%
Experience and understanding of raising awareness on the democratic rights and political participation using digital media and technology.	40%
Demonstrated skills in design and/or communication for purposes of animation, social media, outdoor campaigns, and print ads.	40%

IX. DOCUMENTS TO BE SUBMITTED

Interested consultants are invited submit the following documents/information to be considered:

Offeror's letter, as per the attached form (Annex 3)

Personal History Form (P-11), including 3 references with their emails.

Technical proposal

- i. Explaining why they are the most suitable for the work
- ii. Providing a brief methodology (not more than 3 pages) on how they would approach and conduct the work.

Financial proposal in accordance with the attached schedule

UNDP	Consultant
Majida Al- Assaf Deputy Resident Representative Signature:	<div data-bbox="576 461 874 555"><div>DocuSigned by:</div><div>Majida Al Assaf</div><div>46208828AB55466...</div></div>