



International Organization for Migration (IOM)

The UN Migration Agency
Terms of Reference

Call for proposal for graphic designer

BACKGROUND

Within Nigeria, a large pool of potential migrants seek employment, or a better life abroad. With limited awareness of safe migration practices or the dangers of irregular migration, many attempt to travel to many regions, including Europe through the desert to Libya and some through the Central Mediterranean route to Europe, at risk of death, torture, slavery, rape and many more experiences.

The International Organization for Migration (IOM) in close cooperation with national government and other non-governmental stakeholders is implementing a three year project under the EU Trust Fund for Africa. The project aims to **strengthen national migration governance and to support a sustainable reintegration of returning migrants in Nigeria**. Under the project, IOM will work with the Government of Nigeria, implementing partner government agencies, civil society and communities across areas of high irregular migration in Nigeria to contribute to a reduction in irregular migration through awareness campaign planning.

To this end, IOM Nigeria in strong collaboration with the Nigerian government and relevant stakeholders is planning the development and design of appropriate Information, Education and Counselling materials (IEC) to sensitise potential migrants and communities of origin of the dangers of irregular migration and to consider alternatives to safe migration. The IEC materials are also geared to help potential migrants make safe and informed decisions about their migratory journey. Using behavioural change communication and communication for development techniques, the aim is to increase the level of awareness among the community regarding the safe migration process. Additionally, the aim is to ensure potential migrants and their communities are informed about sources of reliable information such as Migrant Resource Centres (MRCs), who are able to provide reliable information and support to potential migrants in their home communities.

Purpose of Assignment:

To provide graphic design, illustration and multimedia services for IEC materials for the EUTF-IOM Joint Initiative on Migrant Protection and Reintegration in Nigeria and other projects. This assignment specifically supports awareness raising activities by IOM Communication for Development initiatives (C4D) across all program areas.

Work Schedule:

This assignment will be for one and a half months from the date of signing the contract.

Scope of Work/ Work Assignments:

Under supervision of the Communications Assistant and in collaboration with the Programme Co-ordinator, Migration Management, the consultant will undertake:



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- Delivery of creative and innovative ideas and design of related development of publications (for print and web), reports, communication for social change IEC materials, generic IEC, and training resources.
- Illustrations for publications, reports, communication for social change IEC materials, generic IEC, and training resources.
- Multimedia for communication for social change IEC materials, generic IEC, and training resources.
- Recommend printing standards for designed IEC materials . Final products must conform to IOM standards for print and photography.
- Contribute to other graphic design needs as required

Payment Schedule:

Payment will be issued as follows:

50% of total agreed lump sum payment upon submission of draft products;

50% of total agreed lump sum payment upon submission of final products.

During the specified period, the service provider will be paid on the basis of agreed rates. The total fee for each product will be determined based on estimated scope of work at the agreed rates. Selected individuals/creative companies will be engaged based on agreed rates. Invoices must be submitted upon completion of work.

Supervision:

The consultant will be supervised by Senior Awareness Raising Assistant and related Program Co-ordinator. In relation to IOM branding and general guidance, IOM will provide assistance.

Qualifications or Specialized Knowledge/Experience Required:

- Completion of tertiary education in the specific area of graphic design, and /or illustration, and /or multimedia, and /or photography
- At least 5 years proven work experience in graphic design, and /or illustration, and /or multimedia, and /or photography
- In relation to graphic design and illustration, demonstrated knowledge of Adobe creative Suite, indesign or other necessary graphic design software
- In relation to Multimedia and moving image, demonstrated knowledge of Adobes Premier, Avid Pro, Pro Cut and/or any other multimedia software
- In relation to Photography proven experience in image capturing, manipulation and development
- Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and colour management.
- Proven experience in developing C4D and communication for social change materials through participatory processes



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- Knowledge and experience working with brand and imagery for UN and non-governmental agencies

Competencies

- A high level of organizational and coordination skills
- A high level of attention to detail
- An excellent command of the English language – both written and oral and fluency in local languages
- Highly developed communication skills
- Motivated and has the ability to work independently as well as in a team environment
- Pro-active team player who can work under pressure to meet deadlines
- Interest in social and electronic media, networking and developing communications

Method of Application:

IOM invites experienced and interested graphic designers, illustrators and multimedia consultants both at local and national levels working in the area of migration and human trafficking to submit an Expression of Interest (Eoi), along with requisite organizational documents and a cover letter in support of their application.

Graphic designers will be expected to submit their proposal as an Eoi in the following manner:

- a. Each Proposal should be developed in accordance with the listed program structure provided above.
- b. Each proposal shall incorporate a detailed program design, including background and work plan
- c. Provide detailed financial costs, mentioning unit costs and rates.
- d. Each proposal should contain an organizational profile and a portfolio of previous work done in similar field for similar organisations, especially on Communication for Development and behavioural change communication.
- e. The organisational profile should include legal identity documents of the organisation and programs and projects, past and current with short descriptions.

The completed Eoi should be placed in a plain, sealed envelope and clearly marked: **EXPRESSION OF INTEREST: Consultancy for graphic designer to IOM Nigeria, Lagos sub- Office by **September 28th, 2018 in the below address:****

Procurement Department

International Organization for Migration (IOM) Nigeria

I, Isaac John Street, GRA Ikeja, Lagos

E-mail – iomnigeria@iom.int .

ONLY SHORT LISTED SERVICE PROVIDERS WILL BE ASSESSED