



International Organization for Migration (IOM)
The UN Migration Agency

Terms of Reference

For Graphic Designer to Develop IEC Materials

Project Background

Despite significant efforts of the Government of Nigeria (GoN) to counter trafficking in persons (TiP), Nigeria remains a country of origin, transit, and destination for human trafficking. Driven by the demand for cheap labour and commercial sex, trafficking rings across borders and within countries capitalize on economic, social, and political vulnerabilities to exploit their victims. Irregular migrants along the Central Mediterranean route to Europe are particularly at risk. While the National Referral Mechanism present in Nigeria provides guidance on the referral process and stimulates the need for a multi-sectoral approach in the provision of assistance to VoTs, the actual operationalization of the referrals and provision of comprehensive rehabilitation and reintegration assistance, is relatively weak. Building on the EUTF-IOM Joint Initiative for Migrant Protection and Reintegration, and in collaboration with the Government of Nigeria, the project seeks to contribute to the improved sustainable rehabilitation and reintegration of Victims of Trafficking (VoTs) in Nigeria.

To this end, IOM Nigeria seeks to develop and design appropriate Information, Education and Communication materials (IEC) under the UKHOMES funded project; strengthening direct assistance for victims of trafficking (VOTs) in Nigeria through a victim centered approach.

Objective of the Assignment

To develop graphic designs, illustrations and branding of various Information, Education and Communication (IEC) materials and banners for sensitization of source communities to reduce stigma and foster rehabilitation and reintegration.

Work Schedule:

This assignment will be for three months from the date of signing the contract.

Scope of Work /Deliverables:

Under supervision of the Awareness Raising Officer and in collaboration with the Programme Support Officer and Migrant Protection and Assistance the service provider will undertake the following:

- Using already developed characters and illustrations for IEC materials under the EU-IOM Joint Initiative for Migrant Protection and Reintegration, deliver creative and innovative illustrations and designs for publications (for print and web), reports, communication for social change IEC materials, generic IEC, and training resources as follows:
 - Poster designs with 8 illustrations that can be used for, A3 posters and A5 fliers
 - T-shirt designs with 5 illustrations
 - Sticker designs with 5 illustrations
 - Cap designs with 2 illustration (two different types)
 - Wrist band design
 - Bag designs with 2 illustrations
- Multimedia for communication for social change IEC materials, generic IEC, and training resources.
- Recommend printing standards for designed IEC materials and illustrated manuals. Final products must conform to IOM standards for print and photography.
- Contribute to other graphic design needs as required.

Qualifications or Specialized Knowledge/Experience Required:

- Educational qualifications in the specific area of graphic design, and /or illustration, and /or multimedia, and /or photography
- At least 3 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.
- 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 can 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 design, illustration and multimedia service providers 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.

Interested companies will be expected to submit their proposal as an Eoi in the following manner:

- a. Each proposal shall incorporate a detailed program design, including background and work plan
- b. Provide detailed financial costs, mentioning unit costs and rates.
- c. 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.
- d. 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 **1st March ,2021 in the below address:**

Procurement Department

International Organization for Migration (IOM) Nigeria

1, Isaac John Street, GRA Ikeja, Lagos

E-mail – iomlagostenders@iom.int .

ONLY SHORT-LISTED SERVICE PROVIDERS WILL BE CONTACTED