



TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

TERMS OF REFERENCE (to be completed by Hiring Office)	
Hiring Office:	UNFPA Thailand Country Office
Purpose of consultancy:	Provide the in-house graphic design services (part-time), producing infographics, quote photos, video subtitling and short videos with text overlay; taking photos and videos for UNFPA Thailand programme; and assisting in managing UNFPA Thailand social media (FB, Twitter, YouTube and Flickr)
Scope of work: <i>(Description of services, activities, or outputs)</i>	<p>Scope of work:</p> <p>Under the guidance and content conceptualisation from the Communications Specialist, the consultant will</p> <ol style="list-style-type: none"> 1. Provide the in-house graphic design services, producing Infographics, quote photos, video subtitling and short videos with text overlay. 2. Provide ideas in graphing designs, translating academic and policy text and content into the mentioned visual materials to be shared with audiences on online platforms. 3. Assist in updating and managing UNFPA Thailand social media (FB, Twitter, YouTube and Flickr), using the visual materials above to increase engagement with the online audiences 4. Occasionally assist in taking photos and videos in key events organised by UNFPA Thailand and convert the photos or footages into the mentioned visual materials for the online platforms
Deliverables, Duration and working schedule:	<p>Services and deliverables</p> <p>The consultant is expected to produce:</p> <ul style="list-style-type: none"> • report layout • infographics • quote photos • videos with subtitle (not including drafting the English subtitle) • short videos with text overlay • other visual materials useful on online media <p>Duration and working schedule</p> <p>This is a part-time consultancy with the duration and working schedule as follows:</p> <ul style="list-style-type: none"> • Accumulative 60 working days during 22 April – 31 October 2019 (approx. six and a half months) • 10 working days per month (for the period of approx. six months) • Approx. two or three days per week of in-house graphic design services at UNFPA Thailand office or at UNFPA Thailand event venues
Place where services are to be delivered:	UNFPA Thailand Country Office, Bangkok.
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	<p>Under the guidance of the Communications Specialist, the consultant will deliver the following products/ deliverables for each of the three phases:</p> <ul style="list-style-type: none"> • report layout • infographics • quote photos • videos with subtitle (not including drafting the English subtitle) • short videos with text overlay • other visual materials useful on online media <p>Expected dates of deliverables:</p> <p>1st phase: around end of May or early June:</p> <ul style="list-style-type: none"> • graphic design of the visual materials for <ol style="list-style-type: none"> 1. The first forum of Futures Lab 2. ICPD@25 publication (phase 1) <p>2nd phase: around end of August:</p> <ul style="list-style-type: none"> • graphic design of the visual materials for <ol style="list-style-type: none"> 1. The World Population Day (11 July) 2. ICPD@25 publication (phase 2) <p>3rd phase: around end of October</p>

	<ul style="list-style-type: none"> graphic design of the visual materials for <ol style="list-style-type: none"> Thailand's National Youth Day (20 September) International Day of Older Persons (1 October) Report of GIS Data of Thailand's Adolescent Pregnancy Other key events by UNFPA Thailand including Futures Lab, EECO, SSC and 16 Days of activism against gender-based violence (25 November) 															
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	<ul style="list-style-type: none"> Regular meeting (bi-weekly or monthly) with supervisor and periodically Custer meeting with Assistant Representative, National Programme Officer and other relevant staff to receive guidance on graphic designing and producing the desired visual materials Submit products in accordance to the agreed timeline with supervisor 															
Supervisory arrangements:	Ms Kullwadee Sumalnop, Communications Specialist															
Expected travel:	None															
Required expertise, qualifications and competencies, including language requirements:	<ul style="list-style-type: none"> Bachelor's degree in graphic design, mass communication, or relevant areas. At least 4 years of experiences in graphic design and in producing visual materials for communicating with audiences on social media. Demonstrated skills in translating academic and policy text on social issues into an appealing and easy-to-understand graphic design. Proven ability to deliver results while meeting the tight deadlines. Be able to use and manage social media (FB, Twitter, YouTube and Flickr) An average knowledge of English language Knowledge of the United Nations mandate will be an asset. Write and read Thai as a native speaker 															
Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:	<ul style="list-style-type: none"> Adobe Cloud (used for work-related activities, upon supervision of the supervisor) Digital camera for taking photos and videos (used for work-related activities, upon supervision of the supervisor) Office space Office equipment Documents related to assignments 															
Other relevant information or special conditions, if any:	<p>Consultant will be paid on in three phases upon submission of the final satisfactory deliverables and services to UNFPA Thailand as indicated below.</p> <p>Expected payment dates upon satisfactory deliverables:</p> <p>A. 30 percent for the 1st phase: around end of May or early June for 17 work days:</p> <table border="1"> <thead> <tr> <th>Event/ Activity</th> <th>Expected work day(s) & Expected deliverable date</th> <th>Expected deliverables</th> </tr> </thead> <tbody> <tr> <td>1.The first forum of Futures Lab</td> <td> <ul style="list-style-type: none"> 5 days End of April or early May </td> <td> <ul style="list-style-type: none"> Pre-event: key event photos During the event: Taking photos & footages at the forum Post-event: quote photos, short VDO(s) with text overlay </td> </tr> <tr> <td>2.Report of GIS Data Mapping of Adolescent Pregnancy in Thailand (less than 50 pgs.)</td> <td> <ul style="list-style-type: none"> 5 days End of May or early June </td> <td> <ul style="list-style-type: none"> Pre-event: design graphics of the report: infographic, map showing GIS data and key event photos During the event: Taking photos & footages at the forum Post-event: quote photos, short VDO(s) with text overlay </td> </tr> <tr> <td>3.ICPD@25 publication (phase 1, layout)</td> <td> <ul style="list-style-type: none"> 4 days June/ July </td> <td> <ul style="list-style-type: none"> Graphic design the publication (1st draft) </td> </tr> <tr> <td>4. Preparation for the World Population Day</td> <td> <ul style="list-style-type: none"> 3 days May & June </td> <td> <ul style="list-style-type: none"> Pre-event: key event brochure, photos & short VDO clip </td> </tr> </tbody> </table>	Event/ Activity	Expected work day(s) & Expected deliverable date	Expected deliverables	1.The first forum of Futures Lab	<ul style="list-style-type: none"> 5 days End of April or early May 	<ul style="list-style-type: none"> Pre-event: key event photos During the event: Taking photos & footages at the forum Post-event: quote photos, short VDO(s) with text overlay 	2.Report of GIS Data Mapping of Adolescent Pregnancy in Thailand (less than 50 pgs.)	<ul style="list-style-type: none"> 5 days End of May or early June 	<ul style="list-style-type: none"> Pre-event: design graphics of the report: infographic, map showing GIS data and key event photos During the event: Taking photos & footages at the forum Post-event: quote photos, short VDO(s) with text overlay 	3.ICPD@25 publication (phase 1, layout)	<ul style="list-style-type: none"> 4 days June/ July 	<ul style="list-style-type: none"> Graphic design the publication (1st draft) 	4. Preparation for the World Population Day	<ul style="list-style-type: none"> 3 days May & June 	<ul style="list-style-type: none"> Pre-event: key event brochure, photos & short VDO clip
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B. 35 percent for the 2nd phase: around end of August for 25 work days:

Event/ Activity	Expected work day(s) & Expected deliverable date	Expected deliverables
5.The World Population Day (incl. launch of GSI Data Mapping of Adolescent Pregnancy)	<ul style="list-style-type: none"> • 10 days • June/ July 	<ul style="list-style-type: none"> • Pre-event: key event photos & short VDO clip • During the event: Taking photos & footages at the event • Post-event: quote photos, short VDO(s) with text overlay
6.ICPD@25 publication (phase 2, all content, 2 languages, approx. 100 pgs. for each language version)	<ul style="list-style-type: none"> • 15 days • June & August 	<ul style="list-style-type: none"> • Graphic design the publication (final draft)

C. 30 percent for the 3rd phase: around end of October for 18 work days

Event/ Activity	Expected work day(s) & Expected deliverable date	Expected deliverables
7.Thailand's National Youth Day	<ul style="list-style-type: none"> • 5 days • 20 Sept 	<ul style="list-style-type: none"> • Pre-event: key event photos & short VDO clip • During the event: Taking photos & footages at the event • Post-event: quote photos, short VDO(s) with text overlay
8.International Day of Older Persons	<ul style="list-style-type: none"> • 5 days • Oct 	<ul style="list-style-type: none"> • Pre-event: key event photos & short VDO clip • During the event: Taking photos & footages at the event • Post-event: quote photos, short VDO(s) with text overlay
9.Report of the Economic Cost of Thailand's Adolescent Pregnancy (less than 50 pgs.)	<ul style="list-style-type: none"> • 5 days • Oct 	<ul style="list-style-type: none"> • Pre-event: design graphics of the report: infographic, map showing GIS data and key event photos • During the event: Taking photos & footages at the forum • Post-event: quote photos, short VDO(s) with text overlay
10.Prepare visual materials for other key events by UNFPA Thailand including Futures Lab, EECO, SSC and 16 Days of activism against gender-based violence (25 November)	<ul style="list-style-type: none"> • 3 days • Oct 	<ul style="list-style-type: none"> • Pre-event: key event photos & short VDO clip

Signature of Requesting Officer in Hiring Office: *K. Llwadee*

Date: *14 March 2019*

