



International Organization for Migration (IOM)  
The UN Migration Agency

## **TERMS OF REFERENCE**

### **FOR THE DESIGN SERVICES OF VISIBILITY MATERIAL**

- 1. Nature of the consultancy:** Under the overall supervision of the Head of Office, and the direct supervision of the Project Coordinator, the successful candidate will be responsible for the development of visibility material (booklet about project activities and results)
- 2. Objective:** To provide design services in developing visibility material (brochure/booklet) of project activities and results
- 3. IOM Project to which the Consultancy is contributing:**

The International Organization for Migration (IOM) / UN Migration Agency in Kyrgyzstan in cooperation with UN Women and ILO has been implementing the joint PBF project "Empowering women and girls affected by migration for inclusive and peaceful community development" since November 2019 in Kyrgyz Republic. This project is aimed to make a tangible contribution to peacebuilding in the regions of Kyrgyz Republic by providing women and girls prone to migration with the opportunity to participate in inclusive community development, as well as to contribute to the strengthening of national policies in the framework of the implementation of UN Security Council Resolution 1325 on the role of women in ensuring peace and security.

This project proposes a comprehensive approach to creating a conducive environment for women migrants' empowerment in communities affected by migration and prone to conflict, their safe return to their communities from migration and their engagement in community life and peacebuilding processes both at the institutional and community levels. It introduces innovative, social and behavior change methodologies to create an enabling environment for women to be involved in economic initiatives, to have more informed choices and to reach their potential as peacebuilders and leaders in their communities. It will facilitate the local positive social practice to empower women migrants, played by the various forms of interaction based at the community level and social integration that possibly previously occurred in the communities involved.

Developed visibility material (booklet about project activities and results) will be used to promote project's visibility among donor and government counterparts.

- 4. Tasks to be performed under this contract:**

*The task of the provider is to develop and design and assist a visibility material (booklet of project results and activities) for donor and Government counterparts as part of the reporting.*

- 5. Scope of the Services:**

The development and design services will be conducted in 4 stages:

- i. Review of the project activities and project reports
- ii. Collection of all media materials (photo and video links)
- iii. Developing structure of the brochure/booklet in 2 languages, including text

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- iv. Design the layout using the existing communication and media materials (in various formats for printing)

*a) Review of the project activities and project reports*

The selected consultant will have to review the existing project documents, including project proposal, project report, reports of Implementing Partners, media and communication materials produced during the project duration. All documents will be provided by IOM and project partners.

*b) Collection of all media materials (photo and video)*

The selected consultant will be provided by all relevant photo and video materials by IOM and project partners, after which the Consultant should make a quality-check of all materials to be included to the brochure/booklet and propose the format of materials to be used.

*c) Developing structure of the brochure/booklet in 2 languages (Russian and English)*

The selected consultant will develop structure of the brochure/booklet in two languages, proposing the exact formatting, the order of description of activities and results and sample media materials to be used. In addition, the consultant will ensure the following visibility guidelines of IOM and UN Peacebuilding Fund. The structure is the subject of approval by IOM.

*d) Design the layout of the brochure/booklet using the existing communication and media materials*

The selected consultant will design the full layout of the brochure/booklet based on the structure approved. Design should be user-friendly in line with IOM and PBF communication strategy and marking requirements. The consultant will ensure the preparation of the final versions of the booklet/brochure for printing in various formats.

**Expected Deliverables and payment schedule:**

1. Review of the project document should be conducted in 1 week after contracting
2. Collection of all media materials should be conducted in 1 week after review of project documents
3. Structure of the brochure to be development should be completed in 10 days after collection of all available media materials
4. Design of the brochure should be complemented in 2 weeks after the structure approval
5. All design works (formatting, addressing comments, preparation for printing) should be completed in 1 week after approval on the design. Once all materials will be submitted and accepted by IOM, the payment will be released.

**Qualification requirements**

- Proven extensive experience (at least 5 years) in design of booklets, posters, and brochures (graphic design), preparing layouts, developing communication and visibility materials of projects



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- Strong storytelling/narrating skills for preparation of visibility materials
- Strong analytical, writing and communication skills
- Knowledge and practical experience in information, education, and communication material design with focus on gender issues (gender-oriented projects)
- Experience in preparing visibility materials of projects (humanitarian, development projects) for UN Agencies or International Organizations
- Fluency in Russian and English is required. Knowledge of Kyrgyz is an advantage.

### **How to apply:**

The consultancy will be conducted by an independent consultant. Prospective individuals should submit the overall proposal package, containing following:

- CV detailing the relevant experience and skills
- Portfolio to prove an extensive experience in the design of booklets/brochures and other visibility materials
- 2 reference letters from past assignments

*The application package should be submitted to [hrkg@iom.int](mailto:hrkg@iom.int) not later than **August 5<sup>th</sup> 2021**.*