



TERMS OF REFERENCE AND PROCUREMENT NOTICE

Date: 30/10/2018

Country: Azerbaijan

Description of the assignment: Designer services on retainer IC contract basis

Period of assignment/services: 2 years

Proposal should be submitted at the following address by email to procurement.aze@undp.org, no later than 01 December, 2018 18:00.

Candidates are required to state “Designer services” in subject line, otherwise, applications will not be considered. Any request for clarification must be sent in writing, or by standard electronic communication to the address or e-mail indicated above. UNDP will respond by standard electronic mail.

1. BACKGROUND

a) Background information

United Nations Communications Group (UNCG) in Azerbaijan is a primary coordination and implementation mechanism for the UN Communications Strategy (2018-2020). The UNCG comprises the information offices of the UN agencies operating in the country and serves as a mechanism for inter-agency coordination in the field of public information and communications.

2. SCOPE OF WORK AND RESPONSIBILITIES

- Objective of the assignment

The UNCG seeks to establish a pool of IC contracts with designers on retainer bases that will consist of highly qualified and experienced candidates. Only applicants who pass all screening procedures will be included into the pool on retainer IC bases and recommended for consideration for designer assignments.

Working under the guidance of UN communications focal points, experts will design for UN agencies' programme activities, events and attractions to support public relations and communications initiatives.

- Implementation Arrangements

Working under the guidance of the UN communications focal points, the experts' primary tasks may include the following, among others:

- Work closely with UN teams, conceptualise and develop animation videos, graphics and infographics to communicate key achievements;
- Ensure user-friendly formats, layout, and design and that all publications, reports and products are produced in line with UN guidelines;
- Implement the graphic guidelines in all UN communication products;
- Deliver creative and innovative ideas for print, electronic, web-based and animated presentations;
- Design and lay-out of reports and other products:
- Design of reports and other communication materials for printing and electronic distribution;
- Improve and edit art-work, photos, charts and other graphic elements;
- Layout and design information and communication materials (banners, posters, booklets, leaflets, books, calendars, bulletins, flyers, cards);
- Create animations for illustrative purposes such as animations and presentations (graphic digitalisation).

Core Values:

- Respect for Diversity
- Integrity
- Professionalism

Core competencies

- Exceptional creativity and innovation;
- Excellent time management and organisational skills;
- Professional approach to time, costs and deadlines;
- Professional documentary designer with appropriate demonstrated experience with comparable international organisations/media companies;
- Understanding of ethical guidelines in working with children/sensitive groups;
- Ability to work within the international, multicultural and multilevel environment and on tight deadlines;
- Display on cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Specific attention on reflecting UN values on all digital releases.

Functional competencies:

- Strong attention to detail, ability to express creative ideas, and understanding new trends and social media, with an eye for modern design;
- Extensive experience with Illustrator, Photoshop and InDesign, specifically with mockups, web design and multimedia presentation;
- Have Adobe Premiere Pro editing skills and other professional editing software, such as Adobe After Effects;
- Proficient skills and experience with different design programmes such as Adobe Bridge, Adobe Spark, Avid, Final Cut Pro and other graphic design software desired;
- Experience working with WordPress templates;
- Must have strong interpersonal and communication and ability to absorb and apply constructive criticism from peers and clients;
- Must be able to work independently, have outstanding organisation and planning abilities, and be able to work in a fast-paced environment, handle multiple activities and short turn-around times;

- **Scope of Work**

Successful candidates will be included into the pool of retainer IC of experts for the maximum period of two year. Entry into the experts system does not necessarily mean that continuous work with UN agencies in Azerbaijan is guaranteed. Where a request for services arises, the UN agencies shall directly contact candidates with the most relevant experience and expertise from the pool. UN does not warrant any volume under the subject assignment. The candidates will be requested to provide their financial proposals along with the technical proposal. The financial proposals of the candidates shall include their all-inclusive hourly rate services.

- **Note:**

UN agencies will have exclusive rights to the all the raw and final products;
UN agencies have the right to use products in perpetuity in web and on multimedia platforms and upload any still products to their database;
UN agencies can provide the releases to other UN organizations or the media at no cost, as is the practice;
The incumbent is expected to exercise full compliance with UN programming, financial, procurement and administrative rules, regulations, policies and strategies.

- **Deliverables, timing and proposed payment terms**

The deliverables must be submitted according to agreed deadlines with the focal points.

- **Approval Process**

The authorization for each payment will be made by UNDP, upon certification by respective agency that the services provided by contracted designer have been satisfactorily performed. For payment, confirmation on satisfactory performance by the corresponding agency is required.

- **Travel**

Main duty station of assignments is Baku. Shall any travelling required, it might be calculated according to the rules and regulations of UNDP DSA, upon approval of such travel in advance.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Education:

A University degree, preferably in graphic design, art or other related discipline

Experience:

- At least three years' experience in various aspects of design, including graphic design;
- Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and colour management.

Language requirements:

- Fluency in Azerbaijani;
- Knowledge of English language would be an asset.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

Interested candidates must submit the following documents/information to demonstrate their qualifications:

- 1) CV
- 2) Template for Confirmation of Interest and Submission of Financial Proposal. **(All-inclusive Hourly Fee to be valid during contractual period.)**

3) Candidates are required to upload their digital portfolio with price note for each design work implemented before. Digital portfolio reflecting captivating designs of sporting and/or arts events, nature and/or wildlife and people, which should include a minimum of 5 different styled examples. Portfolio links shall be sent alongside with other documents to the e-mail address noted above.

The digital portfolio examples shall be exclusively worked by the candidate himself/herself and shall not be result of any joint or collaborative work with other involved party, designer or entity.

Without any of the documentation above the application shall not be accepted. Candidates are required to state "Designer services" in subject line in order to be considered.

5. FINANCIAL PROPOSAL

The IC Retainer contract will be on hourly fee basis. Thus, the financial proposal shall include hourly consultancy fee provided by the applicant in the Form 2 mentioned above. The hourly fee shall be on all-inclusive basis including all the estimated expenses and to be valid during the contractual period.

6. EVALUATION

Applicants will be evaluated based on the following methodologies:

Cumulative evaluation that takes into account both financial offer and the technical expertise of the potential candidates

A two-stage procedure will be utilized in evaluating the proposals, with evaluation of the technical component being completed prior to any price component being reviewed and compared. The Price Component will be reviewed only for those individuals whose Technical Component meets the requirements for the assignment. The total number of points which individual may obtain for both components is 100.

A total possible value of the technical component is 70 points.

If the substantive presentation of a technical proposal achieves the minimum of 49 points, the competitiveness of the offered designing expenses will be taken into account in the following manner:

The total amount of points for the fees component is 30. The maximum number of points shall be allotted to the lowest fees proposed that is compared among those invited individuals which

obtain the threshold points in the evaluation of the first phase. All other proposals shall receive points in inverse proportion to the lowest fees; e.g.;

$$[30 \text{ Points}] \times [\text{US\$ lowest}] / [\text{US\$ other}] = \text{points for other proposer's fees}$$

- Digital portfolio reflecting captivating designs of sporting and/or arts events, nature and/or wildlife and people, which should include a minimum of 5 different styled examples **(max 20 points)**
- A University degree, preferably in graphic design, art or other related discipline **(max 10 points)**
- At least three years' experience in various aspects of design **(max 15 points)**
- Contemporary design program skills **(max 10 points)**
- The result of the second stage **(15 points)** – **Candidates will be given design tasks for identification knowledge level and quality of works. The same task will be assigned to each candidate. The timeliness to implement the task will also be the same for each candidate.**

The minimum threshold for technical part of the offers is 49 point. The application that do not pass 70% (49 points) for technical evaluation will not be considered qualified for financial price review.

Top 10 candidates being qualified passing 70% threshold for technical component, with the highest score will be included into a pool of retainer IC contractors.

Late or incomplete submittals and those that do not conform to these regulations will not be considered. All submittals will be screened for completeness of information and adherence to the above regulations.

ANNEXES

ANNEX 1 - Template for Confirmation of Interest and Submission of Financial Proposal