

TERMS OF REFERENCE

Designing of UNFPA Brochures

MDV-ToR/2023/001 Dated: 2 January 2023

Hiring Office:	UNFPA Maldives
Purpose of consultancy:	<p>UNFPA is the UN leading agency for Reproductive Health and Rights, with its tagline being: “Ensuring rights and choices for all”. The goal of UNFPA’s Strategic Plan 2022-25 focus on three transformative results of the UNFPA Strategic direction to 2030:</p> <ol style="list-style-type: none"> 1. Ending unmet need for family planning; 2. Ending maternal death; and 3. Ending violence and harmful practices against women and girls. <p>The 7th Country Programme (CP7) stems from the United Nations Sustainable Development Cooperation Framework (UNSDCF), whilst UNFPA commitment is evidenced in its leadership to specifically support women and girls in this new cycle.</p> <p>In order to achieve the ambitious programme, UNFPA focuses on the following four transformative results -</p> <p>Output 1: Sexual reproductive health including family planning</p> <p>Output 2: Adolescents and youth, including those with disabilities and residing in outer islands</p> <p>Output 3: gender-based violence and harmful practices, to change discriminatory social norms, and to promote gender equality.</p> <p>Output 4: Use of evidence for formulation of inclusive, gender-transformative, resilient and adaptive development policies addressing Maldives’ demographic transition and climate threats.</p> <p>Therefore, this terms of reference seeks a contractor to edit the contents for a general audience and design a high impact brochure attractive to donors, government and civil society partners. The Contractor is required to capture photos of people to be used in the brochures based on UNFPA policies.</p>

<p>Scope of work: (Description of services, activities, or outputs)</p>	<p>Expected deliverables:</p> <ol style="list-style-type: none"> 1. Standalone one page brochures with edited content and designed for the four results areas 2. A folder or a sleeve to hold the brochures
---	--

<p>Duration and working schedule:</p>	<p>January 2023</p>
<p>Place where services are to be delivered:</p>	<p>Home-based</p>
<p>Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):</p>	<p>Print ready Digital / electronic (softcopy editable files)</p>
<p>Monitoring and progress control, including reporting requirements, periodicity format and deadline:</p>	<p>UNFPA will monitor the progress on a regular basis, via weekly and monthly progress check-ins</p>
<p>Supervisory arrangements:</p>	<p>The contract will be managed by the UNFPA country office, Programme Associate</p>
<p>Expected travel:</p>	<p>No travel is expected as the assignment is Home-based</p>
<p>Required expertise, qualifications and competencies, including language requirements:</p>	<ul style="list-style-type: none"> • Applicants must have associated relevant experience in marketing, communications preferably in the Maldives • An already established agency/firm adds prominence • Prior experience conducting similar communications on issues i.e. health, gender, youth etc

<p>Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:</p>	<ul style="list-style-type: none"> ● Provide contents ● Provide UNFPA Corporate / Communication style guide. ● Monitor and facilitate the progress of the assignment & provide timely feedback ● Review and provide comments to the deliverables
<p>Other relevant information or special conditions, if any:</p>	<p>The payment will be made in lump sum upon completion and acceptance of the two outputs/milestones of the contract assignment.</p> <p>Contractor must be reachable by UNFPA any time during working hours (typically from 9am till 4pm) for the duration of the assignment.</p>
<p>Signature of Requesting Officer in Hiring Office:</p> <p>Date:</p>	