Graphic and Web Designer

The UNITED NATIONS CHILDREN’S FUND (UNICEF)
TERMS OF REFERENCE FOR CONSULTANCY

PURPOSE OF THE JOB
The Graphic and Web designer will be working under TACRO DOC to contribute to knowledge, sharing and networking of UNICEF mission throughout the region to help disseminate information on the situation of children in Latin America and the Caribbean and the solutions that must be found to achieve their rights and the Millennium Development Goals.

1. To create, develop and design graphic and HTML elements and materials relevant to information channels for UNICEF, Latin America and the Caribbean Regional Office.
2. To elaborate multimedia (graphic designs, images, interactive, etc.) coverage packages in Spanish and English, for breaking news, scheduled events, and other content areas to be posted on the WEB and or disseminated through the traditional and new media, Country Offices and Headquarters, in accordance with UNICEF’s branding and WEB site guidelines.
3. To make the Regional Website contents attractive and easy to understand to a general audience and assure that graphic designs outlines are in accordance to UNICEF’s branding.
4. To cooperate with Knowledge Management implementation.

MAIN TASKS RELATED TO THE JOB
As assigned, propose and create innovative and attractive concepts in graphic design for UNICEF publications and the regional TACRO Website, in accordance with UNICEF’s branding and website guidelines.

In full coordination with the direct supervisor and other UNICEF TACRO sections, contribute to make recommendations and adjustments to those graphic elements contained in UNICEF draft publications under the Editorial Committee’s revision for appropriate dissemination of UNICEF mission.

In full coordination with the direct supervisor, create and design original publications to help foster UNICEF children rights public campaigns.

Update UNICEF TACRO Regional Web site contents in a user friendly manner and human rights based approach.

Liaise with internal and external partners to identify the appropriate contacts to respond to Network queries.

Support for the dissemination of information about the WEB site, both inside and outside the organization, advertise and promote the WEB site in other external sites (out-posted links and references).

Reports to
Reports directly to the Communication Officer-NOB, under supervision of the TACRO DOC Communication’s Advisor.

QUALIFICATIONS AND SPECIALIZED KNOWLEDGE/EXPERIENCE REQUIRED

Education
1. Bachelor degree or higher in graphic design, HTML design and/ or communication.

Skills and Experience
1. Three or more years experience working with graphic design programs such as Photoshop, Adobe Illustrator, In Design and other design programs.
2. Three or more years experience working with HTML design programs and others such as Acrobat Pro, Dream Weaver, fireworks, Flash and other standard media.
Other competencies

1. Experience in working with WEB content management systems.
2. Knowledge of database systems and other IT applications.
3. Work experience in a similar position with the graphic design and online section of an advertising or Media Company or other relevant organization.
4. Excellent interpersonal and communication skills.
5. Ability to work in teams, especially those covering various disciplines.
7. Knowledge of the United Nations system is highly desirable.

Language Skills

Writing and reading proficiency in Spanish and English

ESTIMATED DURATION OF THE CONTRACT
From 1st October to 30th November 2010 (two months test) with possible extension to nine more months.

CONSULTANTS WORK PLACE
UNICEF TACRO, Communications section

HONORARIA & FEES:
USD 1,800.00, depending on qualification and experience

CLOSING DATE:
September 15, 2010