

TERMS OF REFERENCE

Graphic Design Consultant

CONTRACT MODALITY	Individual Consultancy
DUTY STATION	Remote, working hours aligned to Stockholm (CET)
DURATION OF CONTRACT	6.5 Months

Purpose of Assignment

UNICEF's Office of Innovation (OOI) needs a Graphic Design Lead to own the visual and motion identity of its partnership and communications work, and to make that work findable wherever audiences now look: search engines, social platforms and AI answer engines such as ChatGPT, Gemini, Perplexity and Google AI Overviews. The consultant will build a unified visual and motion system across OOI's priority initiatives, produce high-impact assets for partners, donors and the public, and set the production standards that make every image, animation, video and data visual accessible, machine-readable and credible. The assignment is time-bound, with defined, measurable deliverables from December 2026 to June 2027.

Scope of Work

Embedded in the Partnerships & Communications team, the Graphic Design Lead will:

- Lead the visual and motion identity. Set and govern a coherent OOI visual system, aligned with UNICEF global brand standards, across priority initiatives, hubs and the portfolio.
- Design for discoverability (GEO and SEO). Produce visual and motion content structured to be indexed, understood and cited by search and generative AI engines: descriptive file naming, alt text, captions, transcripts, on-image text kept in live text, structured data (ImageObject/VideoObject schema) and optimised formats (WebP/AVIF, compressed video).
- Produce motion and short-form video. Create animated explainers, data animations, logo and title animations, social cut-downs (vertical, square, horizontal), audiograms and podcast visuals, all captioned and accessible.
- Design partnership and fundraising assets. Pitch and investment decks, investment briefs, flagship reports, infographics, event visual kits and campaign content packs.
- Build templates and toolkits. Editable templates (Figma, Adobe CC, PowerPoint, Canva) that let non designers produce on-brand content quickly and correctly.
- Direct third-party creative work. Write creative briefs, steer agencies and freelancers, and quality-assure their outputs.
- Oversee the asset library. Organise OOI visual assets on SharePoint with a consistent metadata and tagging taxonomy, rights and consent information, and content provenance (C2PA Content Credentials) where applicable.
- Apply responsible AI and accessibility standards. Use generative AI design tools only within UNICEF guidance, with disclosure, and meet WCAG 2.2 AA accessibility standards and UNICEF ethical imagery guidelines for children.
- Measure what works. Track asset performance (engagement, search impressions, video completion, AI engine citations) and feed insight back into design decisions.

Work Assignments Overview	Deliverables/Outputs	Delivery deadline to complete the deliverable
Inception, visual audit and discoverability baseline Audit OOI visual and video assets across web, social, decks and reports Benchmark search and AI-engine visibility of priority content	Deliverable 1 – Inception plan with workplan and production calendar (max. 5 pages) Audit report of 50 priority OOI assets scored against brand, accessibility and GEO/SEO criteria, with prioritised fixes	15 January 2027 (10 Days)
OOI visual and motion identity system Unify visual identity across priority initiatives, aligned with UNICEF global brand Establish brand governance and approval workflow	Deliverable 2 – Updated OOI brand guidelines with sub-identity guidance for 6 initiatives (e.g. AI in Play, Venture Fund, Femtech, Climate and Blockchain Ventures, UNICEF Gaming) Motion toolkit: logo and title animations, lower thirds, transitions, caption and subtitle styles, delivered as editable project files and Lottie files 10 editable templates (decks, reports, social, event, podcast) in Figma/Adobe CC, PowerPoint and Canva 2 brand and template training sessions for OOI teams	15 January 2027 (22 Days)
“Discoverable by design” GEO/SEO visual content standard Make visual and motion content indexable, citable and accessible	Deliverable 3 – Playbook (max. 15 pages) covering file naming, alt text, captions, transcripts, live on-page text, ImageObject/VideoObject schema metadata, image and video formats, thumbnails and Open Graph images, WCAG 2.2 AA, C2PA Content Credentials and responsible use of generative AI • 50 existing priority assets retrofitted to the standard	15 March 2027 (14 Days)
Partnership and resource mobilisation design Design OOI-branded assets for donors, partners and senior leadership	Deliverable 4 – • 8 pitch/investment decks • 5 investment briefs • 2 flagship reports, including layout, infographics and data visualisations	30 April 2027 (30 Days)

	• 8 event visual kits (invites, screens, signage, social)	
Motion, video and campaign content Produce short-form motion content and multi-channel campaign packs for key moments	Deliverable 5 – • 12 motion assets (15–90 seconds) in vertical, square and horizontal formats, captioned, with transcripts and schema-ready metadata • 4 animated data visualisations • 1 podcast visual package (series artwork, episode cards, audiograms) • 4 campaign content packs (social, web hero, thumbnails, Open Graph images)	31 May 2027 (30 Days)
Creative direction, asset management and handover Direct third-party creative work Organise and document the asset library Measure and report performance	Deliverable 6 – • 5 creative briefs for agencies/freelancers, with quality assurance of outputs • SharePoint asset library with metadata and tagging taxonomy, rights and consent records • Performance report: engagement, search impressions, video completion and AI-engine citations against the Month 1 baseline • Handover package with all source files and documentation	30 June 2027 (22 Days)
Travel		5 days to Stockholm

Payment Schedule:

Payment will be made on submission and acceptance of deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.

Important Notes

- Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.
- The selected candidate is solely responsible for ensuring that the health insurance (and visa if applicable) required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.
- UNICEF offers reasonable accommodation for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

Minimum requirements:

- **Education:** Bachelor's degree in Graphic Design, Visual Communication, Motion Design, Multimedia/Digital Design, Fine Arts or a related field. A Master’s degree is an asset.
- **Work Experience:** Minimum 10 years of professional graphic and motion design experience, including at least 3 years in a lead, art direction or creative direction role. Experience with international organisations, the UN system, NGOs, tech or innovation brands.
- **Language Requirements:** Fluency in English. Knowledge of another UN official language (Arabic, Chinese, French, Russian or Spanish) is an asset.
- **Skills:**
 - Expert in Adobe Creative Cloud (Illustrator, InDesign, Photoshop, After Effects, Premiere Pro) and Figma
 - Motion design for web and social: Lottie, short-form vertical video, captioning and subtitling
 - Visual content optimised for search and AI answer engines: alt text, metadata, schema markup, image/video SEO, Core Web Vitals-friendly formats
 - Data visualisation and infographic design

- Accessible design to WCAG 2.2 AA
 - Brand governance, template systems and creative briefing
 - **Desirables:** Experience with generative AI design tools under responsible use policies; C2PA Content Credentials; Canva brand kits; 3D or Rive; knowledge of UNICEF ethical guidelines for imagery of children; knowledge of OOI focus areas (AI in Play, Venture Fund, Femtech, Climate and Blockchain Ventures, and UNICEF Gaming.).
-