

NATIONAL COMMISSION FOR LEBANESE WOMEN

TERMS OF REFERENCE

I. <u>GENERAL INFORMATION</u>	
Consultancy Title	Graphic Designer: NCLW/UNESCO
Project	Promoting Women's status: The Role of Media
Duty Station	Beirut, Lebanon
Reports to	NCLW Projects Development Coordinator
Duration of consultancy	1 month

II. BACKGROUND AND PURPOSE OF CONSULTANCY

The National Commission for Lebanese Women (NCLW) is an official body, which was established in 1998 by law 720, and is directly affiliated to the presidency of the Council of ministers. As a National Women Machinery, NCLW works on enhancing the status of women and ensuring equal opportunities between men and women. NCLW acts as the consultative body of the government and of national councils and institutions on all issues related to the status of women including gender-based issues.

NCLW and UNESCO will be implementing in October 2021 the "Promoting Women's status: The role of Media" project. This project aims at increasing gender consciousness in Media institutions. NCLW and UNESCO will work on contributing to gender equality and women's empowerment in and through media of all forms, by organizing 3 roundtables with relevant stakeholders and participants.

The roundtables will be emphasizing on the importance of gender balance in media institutions, finding new strategies in the management level to provide equal opportunities, pushing women leaders to new opportunities, promoting role models at all levels, integrating gender awareness into media practices, adopting fair gender language and up taking initiatives to promote the production of gender sensitive media content.

NCLW is seeking to contract a Graphic Designer to design the main material of the roundtables that will be organized.

III. SCOPE OF WORK: (Description of services, activities, or outputs)

Based on the above and under the overall guidance of NCLW Executive Director and NCLW Projects Development Coordinator, and in close collaboration with UNESCO focal points, the designer will undertake the following duties:

- Designing creative layout for the presentations of the moderators and trainers
- Designing the material of the three roundtables
- Designing the invitations and agendas
- Designing the press release and visuals of the three roundtables for social media mediums
- Choose the fonts, colors, size, spacing and visuals after liaising with NCLW
- Ensure harmonized and consistent layout including fonts and visuals
- Ensure that artwork is well edited after taking advice and input from NCLW
- Ensure that the designs are in line with NCLW and UNESCO design guidelines
- Finalizing the designs after receiving and incorporating NCLW and UNESCO's feedback on the draft.

The following deliverables are expected to be provided by the consultant by the end of the assignment in Arabic or/and English, depending on NCLW and UNESCO's request:

1. Final designs for presentations and materials
2. Final designs for invitations, agendas, visuals and press release

The designs will be delivered in Illustrator and PDF formats with all fonts and colors for printing and electronic distribution.

IV. REQUIRED QUALIFICATIONS

Qualification	Graphic design diploma, art diploma or equivalent work experience and portfolio.
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Professional Experiences	<ul style="list-style-type: none"> • At least 4 years of increasingly responsible experience in designing invitations, visuals, presentations, roundtable materials • At least 2 years' experience infographics and artwork • Interactive media • Proven Creativity • Excel in branding • Proven experience in presentations design in Arabic and English
Language and other skills	<p>Proficiency in oral and written English, Arabic, and French is essential Strong writing and communication skills.</p>

V. APPLICATION PROCESS AND DEADLINE

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

- A cover letter explaining your suitability for the work and previous work portfolio, and ability to meet the requirements
- Updated and relevant Personal CV
- Portfolio and previous work
- A financial proposal in US dollars

Interested candidates should send their CV to info@nclw.gov.lb and include the job title “Graphic Designer: NCLW/UNESCO” by September 27, 2021.

Applications received after the closing date will not be considered.

Incomplete submission will be a ground for disqualification.