TERMS OF REFERENCE

Title: Graphic Designer
Project: Risk Communication for COVID-19
Duty station: Islamabad, Pakistan
Section/Unit: Communications Unit, WHO Pakistan
Contract/Level: Agreement for Performance of Work (APW)
Duration: 03 months with possibility of renewal
Supervisor: Dr Michael Lukwiya-Cluster Head WHE

1. General Background:

The World Health Organization is the lead technical agency of the United Nations for the on-going global COVID-19 outbreak. To support Pakistan's level of preparedness and response to COVID-19, WHO Pakistan is focused on the development and dissemination of **Risk Communication** material to ensure awareness amongst the general public and healthcare workers engaged in response activities.

Scope and Purpose of Assignment:

Risk communication refers to the exchange of real-time information, advice and opinions between experts and people facing threats to their health, economic or social well-being. The ultimate purpose of risk communication is to enable people at risk to take informed decisions to protect themselves and their loved ones. Risk communication uses many communications techniques ranging from media and social media communications, mass communications and community engagement. It requires a sound understanding of people's perceptions, concerns and beliefs as well as their knowledge and practices. It also requires the early identification and management of rumours, misinformation and other challenges.

The graphic designer will work directly with the Communications Unit of WHO Pakistan in the development and dissemination of programmatic updates and Information, Education and Communication (IEC) material for the COVID-19 response in Pakistan. As such, the graphic designer will be expected to deliver creative and innovative design of awareness material for mass media and social media platforms. The graphic designer will also be asked to develop infographics using supplied data and complex technical information.

2. Deliverables

- Produce template for daily COVID-19 every three weeks
- Produce template for COVID-19 dashboard
- Produce monthly newsletter
- Produce infographics highlighting latest data and/or myths and misconceptions for print
- Produce visuals for use in WhatsApp and/or other social media platforms
- Produce animations that breakdown complex medical messages for the general public for use on TV and/or social media
- Any other awareness raising material, as required

3. Qualifications and Expertise:

The successful applicant is required to meet the following criteria:

- Bachelor's Degree in Communication Design or Graphic Design from a (Higher Education Commission (HEC) recognized University;
- A minimum of 3-5 years' work experience in graphic designing;
- Strong theoretical and practical background in graphic design, including the use of design software such as Adobe Design Premium, including In-Design, Photoshop, Illustrator, while also possessing a good understanding of new and evolving technologies and digital platforms;
- Demonstrated ability to independently develop creative designs and produce high-quality graphic material for varied print media projects (e.g. posters, brochures, presentations, report covers, greeting card designs, etc.) through submission of portfolio of previous work.
- Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and color management;
- Show a clear and mature style of design, demonstrating an understanding of the communication requirements of a humanitarian organization such as the World Health Organization;