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TO END THE TUBERCULOSIS EPIDEMIC  
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## **Terms of References for Designers (pool of Designers)**

### **About TB Europe Coalition (TBEC)**

Established in 2009, TBEC is a regional advocacy network of civil society organizations and individuals from across the World Health Organization (WHO) Europe region, comprising Western and Eastern Europe, Caucasus and Central Asia. The network aims to strengthen the role of civil society within the regional response to TB, and ensure political and financial commitments to end TB. Currently TBEC has more than 200 members from more than 30 countries in the region. In 2017, TBEC was registered as a legal entity in the Netherlands to step up its regional and national advocacy, capacity building and support to country-led TB advocacy initiatives. The TBEC Secretariat is located in Kyiv and responsible for the coordination, communication, administration, programmatic and policy management of the network.

### **Objective of the assignment:**

Designer will assist the TBEC Secretariat Office with all graphic design responsibilities including layout, photography and design assignments, particularly for the materials developed in the framework of TBEC projects.

### **Background and context**

In the framework of the implementation of current TBEC projects a large number of project materials and program documents have been developed. Given document should be shared among the project partners and other interested parties and in turn should require design and layout. Also, to highlight the organization's activities on online resources, the support of a professional designer is also highly required. To ensure the high quality of provided services, as well as the sustainability of the provision of design services, TBEC forms a pool of designers. The pool of designers will allow TBEC to work with experienced and highly qualified consultants, and if one of the designer will perform other assignment, contact the next one from the pool, which will ensure the continuity of program activities. The presence of a designer in the pool does not oblige him to prioritize TBEC tasks in comparison with other tasks not related to TBEC activity, until the moment of taking on an obligation to complete them within the agreed timeframe. Also, the designer has the right to refuse to perform the TBEC task, provided that no obligations were taken to complete it. From the other hand, TBEC bear no liability to award an assignment a) every time to the same designer; b) if there will be no need in it.

### **The scope of work:**

Under the guidance and direct supervision of the TBEC team, the Designer will undertake the following duties and responsibilities:

- Design and development layout of various advertising and information materials within the framework of projects implemented by TBEC: informational handouts (leaflets, booklets), multi-page brochures, illustrations for social networks and a website, design of corporate materials

(presentations, banners for events, stationery, screensavers), advertising materials (outdoor advertising, layouts for the media), etc.

- Offer creative and innovative ideas, as well as optimal technical solutions for creating layouts of materials for further distribution through online (website, social networks, etc.) and offline (printed materials, outdoor advertising, etc.) channels.
- Development and updating of corporate document templates (Word, PowerPoint, etc.) and, if necessary, providing technical advice on their use.
- Edit photos, diagrams and other graphic elements;
- Consult with TBEC team when required and make the requested edits to the draft models until they are fully agreed and approved.

**Duration of the assignment:**

- The inclusion to pool of designers will come into force after signature of the framework agreement for individual consultancy services
- The duration of agreement is February 2021 - December 31, 2021.
- Remuneration will be paid in US Dollars, so consultant shall have a USD bank account.
- Consultant is solely responsible for determining his/her tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws

**Qualification requirements:**

The applicant must have 2+ years of experience in graphic design or other visual communication, as well as a portfolio of various materials developed.

Qualifications include:

- Knowledge of graphic design.
- Experience in creating visually attractive layouts, proven by the submitted portfolio.
- Ensuring the exact timing of work.
- Experience in multitasking and successful management of several design projects at the same time.
- Experience in digital design, data visualization, creating infographics and advertising visuals, prepress layouts.
- Good written and oral communication skills, creativity, initiative.

**Languages**

- Knowledge of Russian is required.
- Knowledge of English is considered an asset.