



## Mekong River Commission

For Sustainable Development

# TERMS OF REFERENCE

## 1. CONSULTANCY SUMMARY

|                               |   |
|-------------------------------|---|
| <b>Title:</b>                 | National Graphic Designer   |
| <b>Consultancy Type:</b>      | Special Service Agreement   |
| <b>Division:</b>              | OCEO  |
| <b>Duration:</b>              | 28 working days from June to December 2024  |
| <b>Duty Station:</b>          | Home-based with travels to MRCS Office in Vientiane if needed   |
| <b>Reporting to:</b>          | The Chief Strategy and Partnership Officer and the Communication Officer for Outreach   |
| <b>Expected Deliverables:</b> | <ul style="list-style-type: none"> <li>• Provide design support for a number of important events, including the GMS-MRC Forum and the 2nd MRC-ASEAN Water Security Dialogue.</li> <li>• Support the finalisation of the MRC mobile app project</li> </ul> |

## 2. INTRODUCTION AND BACKGROUND

The Mekong River Commission (MRC), comprising Cambodia, Lao PDR, Thailand, and Viet Nam, was established under the 1995 Mekong Agreement to coordinate and promote cooperation in all fields of sustainable development, utilisation, management, and conservation of the water and related resources of the Lower Mekong Basin.

Following the successful 4th MRC Summit and its International Conference in early April 2023, the Mekong River Commission has planned several significant events at both regional and global levels for 2024. These include the GMS-MRC Forum and the 2nd MRC-ASEAN Water Security Dialogue. These events aim to foster collaboration and engagement among various organizations.

In addition, with the recent development of a mobile app that connects data and information systems provided by different divisions under the MRC, and the implementation of a series of activities related to the app, there is a need to optimize the application's design for maximum usability and user-friendliness. The MRC seeks to promote the mobile app and requires a designer with a fresh and innovative approach, possessing a special skill set that goes beyond the scope of the current Graphic Designer working for the organization.

To ensure the MRC's image is reflected in a modern and innovative way during all regional and international events, as well as to keep the app's design style up-to-date and user-friendly, it is crucial to hire a professional designer capable of bringing an international standard of creativity and modernity to the projects. This designer will play a vital role in optimizing the application's design and ensuring that the MRC's image connects with the target audience effectively.

**3. OBJECTIVES OF THE CONSULTANCY**

This is a consultancy position with a duration until 30 December 2024. The successful candidate will be responsible for developing a comprehensive branding strategy that aligns with the MRC's values and goals. They will also be expected to produce a range of related products that are consistent with the MRC's brand identity and effectively communicate its messages to the target audience.

**4. EXPECTED RESULTS**

The consultant will be responsible for delivering the following results:

- 1. Develop branding elements, key visuals, and other communication materials for the GMS-MRC Forum and the 2nd MRC-ASEAN Water Security Dialogue, which are consistent with the MRC's brand identity and effectively communicate the objectives of each event.
- 2. Finalise the design of the MRC mobile app. Collaborate with the team to refine the user interface, enhance user experience, and ensure the app aligns with the MRC's new brand identity.
- 3. Design other products as requested by the Communication Team, ensuring that they align with the MRC's new brand identity and effectively communicate the organization's messages to the target audience. The consultant should be flexible and responsive to the team's needs and deliver products in a timely manner.

**5. DELIVERABLES AND CONCRETE TIMELINES**

The consultant is expected to work for the period of 1 July 2024 to 31 December 2024.

| <b>Deliverables and Expected Quality</b>  | <b>Number of Days</b> | <b>Deadline</b>  |
|---|-----------------------|------------------|
| Develop branding elements, key visuals, and other communication materials for the GMS-MRC Forum and the 2nd MRC-ASEAN Water Security Dialogue | 6                     | 30 August 2024   |
| Finalize the design of the MRC mobile app.  | 20                    | 30 July 2024     |
| Other designs to support the Communication Team   | Up to 2 days          | 30 December 2024 |
| <b>Total Number of Days/Hours</b>   | <b>28 days</b>        |                  |

**6. REQUIRED TASKS AND RESPONSIBILITIES**

The consultant is expected to:

- Understand the context and type of materials/items to design.
- Propose a couple of design work for each communication materials for the Communication Team’s consideration.
- If any changes are requested, the consultant must revise the design until the Communication Team satisfactorily accepts it.

- Work closely with the Communications Team and ensure that design work follows the MRC's house style in colour, logo and other design details.
- Provide the final artwork of designed publications as a package in PDF, JPG and ADOBE In-Design formats, including text fonts used in design, and provide the final text in WORD document if any changes in text are made for design.

In principle, the MRCS will provide images (photos, maps, and any other available graphics) to the consultant for his/her work.

## **7. PAYMENT MODALITY**

Payment will be made in US dollars on a basis of daily rates upon satisfactory delivery of each or a group of assignment(s), for which both parties agree on an estimate time required for each assignment in advance of work commencement. The final payment will be made upon satisfactory performance evaluation by the Communications Team, with other supporting documents from the consultant.

## **8. INTELLECTUAL PROPERTY RIGHTS**

Intellectual property rights - IPR: Information, data, database, knowledge resources in the forms of briefings, reports, proceedings, articles, essays, etc. issued by and for the MRCS will be the MRCS property.

Any utility, announcement and disclosure that are without MRCS highest levels of authority' permission is considered illegal and will be charged by relevant local and international legal procedures.

## **9. DECLARATION OF NON-FRAUDULENCE AND PROTECTION OF PERSONAL DATA**

The Subscriber shall adhere to the MRC's relevant rules and regulations of the MRC on personal data protection, business exclusion, and fraud prevention and anti-corruption principles, and shall be under strict disciplinary measures should any violation occurs.

## **10. WORKING ARRANGEMENT**

### **Communication Line:**

The consultant will work mainly from home and may require travelling to Vientiane to support the forum and dialogue for a short period of time. S/he will work closely with the in-house Web/Graphic Designer and the Communication for Outreach who is delegated by the Chief Strategy and Partnership Officer.

The consultant will report to the Communication Team under the overall supervision of the Chief Strategy and Partnership Officer.

## **11. QUALIFICATIONS AND REQUIREMENTS**

- Education Background: A university degree in graphic design or similar disciplines. A certificate of at least 2 years full-time training plus 2 years of extra work experience as

- a graphic designer would be acceptable, in lieu of the university degree;
- Years of Work Experience: At least 5 years of experience in graphic design work for publications;
- Possess and highly trained to use ADOBE In-Design software compatible with the MRC's;
- Creative ability and organizational capacity to deliver high quality design work under tight deadlines;
- Work experience with public entities or international organizations in the region;
- Good command of written and oral English;
- Familiarity with natural resources management/environmental awareness is an asset.
- Compliance with all MRC's Rules and Regulation Regarding Consultancy Management and Contract Monitoring and Closure

**12. SIGNATURE BLOCK**

MRCS:

Full Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Incumbent's Full Name: \_\_\_\_\_

Incumbent's Signature: \_\_\_\_\_

Date: \_\_\_\_\_