



## TERMS OF REFERENCE

### Graphic Designer

#### BACKGROUND

The Convention on Wetlands is an intergovernmental treaty that provides the framework for national action and international cooperation for the conservation and sustainable use of wetlands, wetland biodiversity and services. It was the first of the modern global multilateral environmental agreements and remains the only one dedicated to the conservation of a specific critical ecosystem.

The Secretariat of the Convention has its headquarters in Gland, Switzerland, where the International Union for Conservation of Nature (IUCN) provides legal status and related administrative services for the Secretariat support contracting Parties in the implementation of the Convention.

#### DESCRIPTION AND DELIVERABLES

Under the supervision of the Communications Officer, the consultant will provide graphic design services including but not limited to:

- Design and layout of reports and other products in print, electronic and web-based formats as requested;
- Create and edit art work, photos, charts and other graphic elements;
- Creation of graphic elements including maps;
- Layout and design of communication and promotional materials (banners, posters, flyers, cards);
- Create different illustrative materials such as animation, presentations;
- Custom photo editing.

The Consultant will ensure that all publications, reports and products are produced in line with Convention on Wetlands Brand Guidelines (see Annex 1). Detailed specifications for each individual project will be provided by the Secretariat of the Convention on Wetlands.

Examples of products to be created/designed by the Consultant can be found in Annex 2 (STRP Briefing Note, Introducing the Convention on Wetlands informational brochure, PowerPoint template)

#### DURATION

The Secretariat desires to assign projects to the Consultant as needed, with the Consultant to provide an estimate of the time required for each project, with the project then invoiced based on the actual time (hours) required. The Secretariat seeks to identify a consultant for the period of the next five years for various assignments of up to 150 hours per year, however an initial contract for a period of two years would be issued with the possibility for extension.

## **PAYMENT**

The Payments will be made upon invoices for finalized products or assignments upon satisfactory and timely completion and the Secretariat's written acceptance, payable within a maximum 30 days after the date of invoice. Invoices are to include the number of hours worked on each specific project.

## **SKILLS AND EXPERIENCE**

The consultant must have the following skills and experience:

- Demonstratable experience in preparing layouts for print and digital publications.
- Diverse portfolio of communications materials such as brochures, posters, infographics, reports, etc.
- Proficiency in design software such as Adobe Creative Suite (InDesign, Illustrator, Photoshop) and other graphic design tools.
- Familiarity with design trends and staying updated with industry developments.
- Strong understanding of typography, colour theory, and composition.
- Excellent attention to detail.
- Fluent in written and spoken English. French and Spanish language skills a plus.

## **SUPERVISION AND COORDINATION**

The Consultant will report to and work under the supervision of the Communications Officer.

Annexes:

Annex I - Convention on Wetlands Brand Guidelines