

**Japan-World Bank Program for Mainstreaming Disaster Risk Management (DRM)
in Developing Countries – World Bank DRM Hub, Tokyo**
Terms of Reference (TOR) – Graphic Designer Consultant

I. Background

The objective of the Japan-World Bank Program for Mainstreaming Disaster Risk Management (DRM) is to support developing countries in integrating DRM into their national development planning and investment programs, including World Bank country strategies and operations. The Program also strives to connect Japanese and global expertise in DRM with developing countries. The Program is managed by the Global Facility for Disaster Reduction and Recovery (GFDRR). The World Bank DRM Hub, Tokyo was created to lead the operations of the Japan-World Bank Program, with a focus on capturing Japanese knowledge and expertise in DRM for appropriate application in developing countries. In this capacity, the Hub's team members, related consultants, supported WBG task teams, and external and internal WBG partners produce a variety of knowledge products, including reports and case studies.

A Graphic Designer is required as an individual *Short Term Consultant (STC)* to design publications and contribute to the development and improvement of the design, branding and layout of materials produced by the Hub. The candidate will ensure that the Hub's products and reports are following the World Bank's graphic guidelines, provide the best possible functionality and usability to the World Bank's clients and stakeholders and comply with the overall branding process. The responsibility of the Graphic Designer is to design reports and publications; ensure compliance with existing graphic guidelines; and develop graphic solutions and other products, as relevant.

II. Scope of Work

- Design reports and other documents for printing and electronic distribution;
- Develop infographics and improve/ edit artwork, photos, charts, and other graphic elements;
- Layout and design information and communication materials (banners, posters, booklets, leaflets, books, calendars, bulletins, flyers, cards)
- Provide creative ideas for the presentations(PPTs) developed by the Hub
- Comply with World Bank's branding policy
- Comply with the World Bank's, GFDRR's, and the Hub's graphic guidelines;
- Contributes to team effort by accomplishing related results, as needed.

Detailed scope of work for each individual assignment will be shared with the selected candidate as and when the designer's services are requested.

III. Eligibility / Qualifications

A. Education & Experience

- (1) Bachelor degree in Graphic Design, Media and communication, Fine Arts, and other related field and 5 years experience in communication media and graphic design;

or

- (2) Applicants with Secondary education and minimum of 10 years of relevant experience will also be considered.

B. Skills & Knowledge

- Strong practical background in graphic design, including the knowledge of design software such as Adobe Design Premium, In-Design, CorelDraw and web design tool such as Dreamweaver and Flash. Basic understanding of web development (HTML, Java script etc.) will be beneficial;
- Show a clear and mature style of design, demonstrating an understanding of the communication requirements of international organizations;
- Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and color management;
- Good understanding of new and evolving technologies and digital platforms;
- Knowledge of standard office software packages (MS Office, Adobe Acrobat);
- Other skills: Working experience in development sector for organizations, such as the World Bank, bilateral/ multilateral funding agencies, UN agencies or alike is advantageous.

C. Language Requirements

Fluency in written and spoken English is required. Basic understanding of Japanese is desirable.

D. Competencies

- *Professionalism*: Strong conceptual skills combined with a proven ability to design normative and operational documents addressing a variety of audiences. Ability to work with specialists from various fields leading a constructive process to achieve goals;
- *Communication*: Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify, and exhibits interest in having two-way communication; demonstrates openness in sharing information and keeping people informed;
- *Teamwork*: Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; supports and acts in accordance with final group decision; shares credit for team accomplishments and accepts joint responsibility for team shortcomings;
- *Planning & Organizing*: Develops clear goals that are consistent with agreed strategies; identifies priority activities and assignments; adjusts priorities as required; allocates appropriate amount of time and resources for completing work; monitors and adjusts plans and actions as necessary; uses time efficiently.

IV. Deliverables

- Quality design work for various Hub assignments completed in line with the World Bank branding requirements and within specified deadlines.
- Soft copy of the in-design (*.INDD) or other design format files or any other design software used for the assignments shall be submitted to the TTL, along with the PDFs and/or any other format for printing and electronic distribution.

V. Contract duration

The contract will be effective from date of signing until June 30, 2018. The STC is expected to work on an on-call basis for specific assignments – as per mutual agreement between the STC and the DRM Hub -

under the Hub's overall work program. Initial number of days of the contract will be mutually decided between the TTL, depending on the demand, and the STC based on his/her availability, with additional days up to a total of 150 days to be added upon satisfactory performance and mutual agreement.

VI. Reporting

The consultant will report on a task-basis to relevant staff of the DRM Hub / Japan-World Bank Program.

VII. Application

Qualified and interested candidates are encouraged to send electronic copies of the documentation below to Ms. Haruko Nakamatsu, hnakamatsu@worldbank.org

Documentation:

- CV / resume;
- Sample Work:
 - Electronic or physical catalog/samples of previous design work (including (i) 1-page designed product and (ii) multi-page designed product); and/or
 - Web references to previous design work
- Cover letter (including candidate's interest and availability) – optional;
- Additional references – optional.

VIII. Material for Reference and Guidance

- World Bank DRM Hub, Tokyo Website:
<http://www.worldbank.org/en/news/feature/2014/02/03/gfdr-tokyo-hub> (English and Japanese)
- GFDRR Website:
<https://www.gfdr.org/>
- Sample Report - Technical Deep Dive on Integrated Flood Risk Management:
<http://pubdocs.worldbank.org/en/432021487900546309/Integrated-Urban-Flood-Risk-Management-Technical-Deep-Dive-Summary-Report.pdf>
- World Bank Group (WBG) Branding and Visual Identity Guidelines:
<http://pubdocs.worldbank.org/en/546361452012867685/wbg-branding-visual-identity-guideline.pdf>