

TERMS OF REFERENCE

Graphic Design Service

World Vision Georgia Foundation

General Information:

World Vision is one of the leading children's rights non-governmental organizations in Georgia. Throughout its over 30 years of work in the country, the organization has been actively engaged in the strengthening of the child welfare system and creating a healthy and active society for children that is inclusive, tolerant, and provides equal opportunities for all. The organization's long-term presence in the country has successfully positioned it as a reliable development partner for other international organizations, national and local governments, CSOs and other stakeholders. WV Georgia implements programs according to its strategic priorities: Child Protection and Welfare; Youth Empowerment; Early Childhood Development; Community Engagement; Livelihood and Economic empowerment; Human Rights Protection; Refugees, Asylum Seekers and Stateless Persons in Georgia. The geographical focus of the WVG programmes cover following regions: Tbilisi, Kakheti, Imereti, Samtskhe-Javakheti and Adjara. Other regions as well as nation-wide actions are covered thematically, depending on various donors' requirements under the number of grants-funded projects.

Programme/Project profile:

Design services are required for all ongoing projects and programmes implemented by World Vision Georgia Foundation, covering key areas such as child protection; community, youth and women's empowerment; refugee support; environment protection and the strengthening of civil society organizations.

Purpose of the Assignment:

The purpose of this assignment is to provide graphic design services that support the effective communication and visual representation of World Vision Georgia's ongoing projects while showcasing our impact in line with World Vision's branding standards.

Major Tasks and Responsibilities:

Graphic design service to support the development and execution of high-quality visual and branding materials that align with our brand identity and communication goals. These materials

will be used across digital and print platforms for marketing, social media, corporate publications, internal communications, and external campaigns.

Assignment Timeline

The duration of the assignment is three years.

The Graphic Designer is expected to perform the assignment primarily remotely, with occasional in-person visits to the office in Tbilisi, Georgia, as needed.

Budget Template (Recommended):



Price List - Design
Service.xls

Required Qualification and Experience:

World Vision International in Georgia office accepts applications from experienced individuals/ agencies/ companies. Potential candidates should demonstrate the following expertise and experience:

- *Excellent knowledge and experience of working in the field of graphic design.*
- *Proven experience in graphic design, with a strong portfolio.*
- *Previous work with other companies or organizations. Work experience with NGOs, international organisations, or similar projects and campaigns is a plus.*
- *Proficiency in design software (e.g. Adobe Creative Suite – Illustrator, Photoshop, InDesign and other design programmes).*
- *Ability to create layouts for digital and print materials (social media, reports, brochures, banners, posters, board games etc.). Knowledge of file formats and preparing materials for both print and digital use.*
- *Ability to create unique and creative illustration upon request.*
- *Strong sense of visual storytelling, branding, and design aesthetics.*
- *Ability to design materials that align with the organization's visual and brand identity.*
- *Ability to work closely with communications and programme teams. Strong time management and ability to meet deadlines. Open to feedback and revisions. Ability to respond to design requests on short notice, if needed.*

Evaluation Criteria:

World Vision will evaluate information submitted for this TOR, at its discretion. Evaluation Criteria Include, but are not limited to:

- Service quality, credibility and past performance;
- Portfolio and previous works;
- Competitive pricing with demonstrated capacity to deliver the item/services required;
- Ability to deliver the requested according to the agreed-upon timeframe;
- Technical and financial proposals will be evaluated separately. The contract will be awarded to the least cost technically acceptable proposal.