

## **TERMS OF REFERENCE**

for Consulting Services (Individual Consultant)

### **Graphic Designer**

Contract No. LEARN-IC-NIO-11

Lifting Education Access and Resilience in Times of Need in Ukraine Program

URTF Grant No. TF0C5794

#### **I. BACKGROUND**

Ukraine and World Bank have signed the agreements for the Program "Lifting Education Access and Resilience in times of Need in Ukraine Program" (hereinafter referred to as the LEARN or Operation).

The Operation total financing is US\$415 million using a combination of the World Bank's financial instruments: Program-for-Results (PforR) complemented by Investment Project Financing (IPF).

The Program-for-Results (PforR) is implemented through a US\$235 million credit provided by Bank resources, supported by credit enhancement from the Advancing Needed Credit Enhancement for Ukraine (ADVANCE Ukraine) Trust Fund, which is backed by the Government of Japan. This is formalized under the Financing Agreement between Ukraine and the International Development Association for the Program (CREDIT NUMBER 7626-UA). An additional US\$150 million is provided under the Special Program for Ukraine and Moldova Recovery (SPUR) of the International Development Association (IDA) Crisis Facility, as outlined in the Loan Agreement between Ukraine and the International Bank for Reconstruction and Development for the Program (LOAN NUMBER 9721-UA).

Furthermore, US\$30 million in Investment Project Financing (IPF) is secured under the Grant Agreement between Ukraine and the International Bank for Reconstruction and Development and the International Development Association, acting as the administrator of the Ukraine Relief, Recovery, Reconstruction, and Reform Multi-Donor Trust Fund (URTF GRANT NUMBER TF0C5794).

Hereinafter, the portion of the Operation financed through the PforR will be referred to as the Program, and the portion financed through the IPF will be referred to as the Project.

LEARN was developed to address critical challenges and provide essential support to the education sector, aligning with the Ministry of Education and Science's (MoES) Strategic Action Plan.

The Operation will focus on supporting the Strategic Action Plan Priority 2: School education and the New Ukrainian School (NUS). The continuation of the NUS reform is a key priority of the MoES.

The objectives of the Operation are to (i) improve teaching and learning conditions; and (ii) strengthen management capacity of the education system.

For this program, "teaching and learning conditions" refer to three critical factors of education service delivery:

- i. safety, including shelters as a pre-condition for schools to open for in-person learning and free and inclusive school bus transportation for students living further distances from schools;
- ii. learning materials, especially updated textbooks and age-appropriate learning materials in line with the NUS model; and
- iii. teachers trained on NUS standards, principles, and the use of the updated learning materials.

Meanwhile, "management capacity of the education system" refers to institutional capabilities to plan, allocate, and monitor resources based on robust data at the student and school levels.

The NUS Implementation Office (NIO) will be established by the Ministry as an advisory and consultative body. The NIO's primary purpose is to support and implement the New Ukrainian School (NUS) reform by providing expert guidance, strategic oversight, and coordination of reform initiatives across Ukraine.

## **II. OBJECTIVE**

The objective of this assignment is to create visually compelling and high-quality graphic materials that support the communication and outreach efforts of the NUS Implementation Office. The Graphic Designer will develop branding materials, digital and print content, and ensure consistency in visual representation across all platforms to effectively convey key messages related to education reform.

## **III. SCOPE OF SERVICES**

The Consultant shall provide the following services, including but not limited to:

- Develop and design visual materials including reports, presentations, infographics, digital content, brochures, and promotional materials aligned with NUS branding guidelines.
- Ensure brand consistency by maintaining a cohesive visual identity across all communication channels.
- Create digital assets for websites, social media, and online campaigns, ensuring high engagement and readability.
- Support the development of educational and training materials, including layouts for guides, and instructional visuals concerning NUS reform.
- Collaborate with content creators and communication teams to produce compelling visuals that enhance the impact of written and verbal messaging.
- Manage design projects from concept to completion, ensuring timely delivery and alignment with project objectives.

- Adapt existing designs and create templates for different formats, ensuring usability across multiple platforms.

#### **IV. REPORTING**

Graphic Designer reports to the Head of the NUS Implementation Office and Operation Coordinator. The Consultant shall submit monthly reports in hard copy.

#### **V. PROVIDED RESOURCES**

MoES shall provide the Consultant with the information necessary to carry out his/her assignment in a timely manner. MoES shall provide the Consultant with a workplace, including necessary equipment to carry out his/her functions (e.g. PC, communications and office equipment).

#### **VI. QUALIFICATION REQUIREMENTS**

##### **Minimum requirements (mandatory):**

- At least 3 years of professional experience in graphic design, visual communications, or a related field.
- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma and other design software.
- Strong portfolio demonstrating experience in branding, digital content creation, and print design.
- Advanced proficiency in Ukrainian and English.

##### **Desired Skills and Qualifications:**

- Experience in developing educational or governmental communication materials.
- Strong understanding of typography, color theory, and layout principles.
- Ability to work under tight deadlines and manage multiple projects simultaneously.
- Experience in motion graphics or video editing is a plus.
- Excellent teamwork and communication skills.

#### **VII. PERIOD AND LOCATION OF EMPLOYMENT**

The Consultant shall provide his/her services until August 31, 2027. The contract may be extended subject to satisfactory performance and mutual agreement between the Consultant and the Ministry of Education and Science (MoES) during the Operation financing period.

The Consultant shall provide his/her services on a full-time basis.

The incumbent will be based in Kyiv, Ukraine. The Consultant should be required and expected to take business trips to other regions of Ukraine to support implementation of the Operation.

Contract terms are subject to negotiation.

#### **VIII. APPLICATION PACKAGE**

Interested persons should submit their CVs in Ukrainian and English at the following email address: [oleksandr.radchenko@uiherp.org](mailto:oleksandr.radchenko@uiherp.org) Cc: [serhiy.artemenko@uiherp.org](mailto:serhiy.artemenko@uiherp.org) indicating the email subject: "LEARN: Graphic Designer: [NAME]".

The deadline for submission of the documents is 11:00 am Kyiv time April 24, 2025.

If the Consultant fails to provide CVs in both languages, the Client reserves the right to reject the Consultant's application.