



The UNITED! Movement: Graphic Designer Consultant

Terms of Reference

Background

About Y+ Global

The Global Network of Young People Living with HIV (Y+ Global) is a youth-led organisation committed to advocating for the rights of adolescents and young people to live healthy, fulfilling lives. Y+ Global strengthens the leadership of young people living with HIV at local and global levels, empowering them to engage meaningfully in the political and programmatic spheres that affect their lives. Our focus is on youth-led networks and individuals, empowering adolescents and young people and equipping them with the tools and capabilities necessary to advocate effectively for policies and programs that advance their health, well-being, and rights.

About UNITED! Movement

In 2023, Y+ Global and AfriYAN Eastern and Southern Africa (ESA) convened the UNITED! Leadership Summit. Bringing together approximately 40 youth-led SRHR, HIV, and AGYW networks from 14 countries with high HIV prevalence and adolescent pregnancies in East and Southern Africa (ESA). Supported by UNICEF, UNFPA, and UNAIDS, the summit fostered collaboration among youth networks to strengthen advocacy for HIV and SRHR commitments. The key outcome of the Summit was the formation of UNITED! Movement, a unified platform amplifying youth voices and driving collective action to address persisting challenges in HIV and SRHR.

Building on this momentum, UNICEF ESARO partnered with Y+ Global to further strengthen the UNITED! Movement. This collaboration aims to enhance youth-led advocacy, leadership, and digital engagement to promote social accountability. It will contribute to the multisectoral goal of ending AIDS while improving sexual and Reproductive Health and Rights. Through the UNITED! Movement, UNICEF ESARO, and Y+ Global align with the joint UN 2gether 4 SRHR programme and UNICEF's global strategies to empower adolescent and youth-led networks for lasting impact.

The UNITED! Movement's objectives include:

- Youth-led advocacy
- Capacity strengthening
- Linking, learning and sharing
- Coordination and collaboration

The UNITED! Movement is a three-year partnership led by Y+ Global, funded by UNICEF Eastern and Southern Africa, and supported by AfriYan, UNFPA East and Southern Africa, and UNAIDS Eastern and Southern Africa.

Objective

Y+ Global is seeking a graphic designer with experience in graphic design, content creation, social media management, and advocacy work to support the UNITED! Movement project. The designer will provide graphic design and layout services for Information, Education, and Communication (IEC) materials, motion graphics, publications, social media content, and other communication designs. The graphic designer will have a part-time agreement with Y+ Global to deliver high-quality graphic content that aligns with the values and identity of the UNITED! Movement, within the agreed timeframes.

Scope of Work

The consultant will be responsible for:

- Collaborate closely with the Y+ Global team and the UNITED! Movement Steering Committee
- Attend all scheduled meetings with both the Steering Committee and the Linking, Learning, and Sharing working group (approximately two/three meetings a month).
- Develop a communications and social media plan outlining key monthly deliverables following the needs and priorities of the UNITED! Movement.
- Develop communication materials, including visual graphic designs, infographics, posters, videos, and more.
- Create visual designs for UNITED! Movement's social media accounts.
- Enhance and edit videos, photos, and graphic elements associated with UNITED! Movement.
- Ensure that publications, reports, creative content, and animations align with the graphic identity of UNITED! Movement.
- Provide high-quality designs for print media, electronic formats, web platforms, and animations.
- Compose creative motion graphic productions that evoke emotions and support specific action causes.
- Develop visual designs for social media in conjunction with the Linking, Learning, and Sharing working group.
- Design and format reports and other materials for both print and electronic distribution.
- Complete additional deliverables as agreed upon with the Communications and Advocacy Manager.

Timeline and Remuneration

The Graphic Designer will be contracted on a monthly retainer from **March 2025 until November 2026**, receiving **USD 600** per month. The consultant may receive extra performance-related payments.

Deliverables and Payment

The Graphic Designer's deliverables will be determined monthly, reflecting the evolving needs of the UNITED! Movement project. These deliverables will encompass a range of graphic design and multimedia services, including (but not limited to) social media content creation, report design and layout, video editing, motion graphics development, and other visual communication materials.

A detailed scope of work, including **specific deliverables, timelines, and acceptance criteria, will be established and agreed upon at the beginning of each month** in consultation with the UNITED! Movement Project Officer, the Communications and Advocacy Manager and the UNITED! Movement Steering Committee. The monthly payment of USD 600 will be processed upon completing and approving all deliverables outlined in the monthly scope of work. An example of a month-to-month schedule may look like this:

- *June 2024: 4 social media quote cards designed; 1 report finalised and designed with UNITED! Movement branding; one webinar poster, including four different versions for social media platforms*
- *July 2024: 1 (3-minute) video edited from an event and 1 podcast (audio clips merged and processed from Zoom).*

Consultant Management

The consultant will report to the UNITED! Movement Project Officer and the Communications and Advocacy Manager at Y+ Global.

Skills and Qualifications

- A solid background with more than four years of experience in graphic design and content creation.
- Proficient in specialised graphic design software such as Adobe Photoshop, In-design, Illustrator or similar programmes Canva (the latter is to support those who aren't), etc.
- Knowledgeable in emerging technologies and digital platforms.
- Detail-oriented with robust project management skills; adept at balancing multiple projects concurrently and meeting deadlines.
- Capable of innovative thinking beyond traditional design norms, creating inspiring and engaging ideas.
- Strong communication, problem-solving, and critical-thinking abilities.
- Capacity to work collaboratively with young people and incorporate feedback to make design improvements with minimal difficulty.
- Knowledge and experience of HIV and SRHR issues within the ESA region is highly preferred.
- Experience in advocacy, movement building, and working with young people and youth-led organisations/networks is an asset.
- Good communication skills with proficient working knowledge of English.

Application Process

Applications should be sent to leadersunitedmovement@gmail.com by **Wednesday, February 26th, 2025**. Please use the subject line "**Consultancy: Graphic Designer [YOUR NAME]**." Only shortlisted candidates will be contacted.

- Curriculum Vitae (CV).
- Cover Letter.
- Portfolio of previous working samples, including campaigns, advocacy resources, social media materials and content etc,