



**MALDIVES: ENHANCING EMPLOYABILITY AND RESILIENCE OF YOUTH PROJECT**  
**(MEERY: P163818)**  
Ministry of Higher Education  
Republic of Maldives

**Individual Consultant to Provide Graphic Design Services (Local)**

**(Procurement Ref: (IUL)475-PMU/475/2020/107)**

**TERMS OF REFERENCE AND SCOPE OF SERVICES**

**1. Background**

Several aspects of the Maldives' recent development pattern highlight imbalances between labor demand and supply. Public sector jobs are predominantly in the civil service with the rapid expansion of cadres in the 1990s and 2000s. However, with the increasing standard of living over time, the labor market has become more challenging for Maldivians in general. Increasing educational attainment among the younger generation and expectations have coincided/collided with the rapid growth in low-skill service jobs associated with tourism and construction, leading to a mismatch in skills supply and demand. Despite the high levels of growth and labor market conditions in public investments, tourism, fisheries and non-tradable tourism related activities, important challenges remain for young Maldivians. These relate to (i) the need for greater inclusion and productive employment for youth, especially for those who cannot rely on public sector jobs (because of a sharp reduction of public sector employment) or who are from the most vulnerable segments of the population; and (ii) an increasing reliance on foreign labor in important sectors such as tourism and construction services and limited opportunities for women.

The Government of Maldives (GoM) is preparing to implement the "Maldives: Enhancing Employability and Resilience of Youth (MEERY)" Project. The project is funded by the World Bank. The objective of the project is to improve the relevance of technical and vocational skills and foster entrepreneurship to promote youth employment in priority sectors. The project is being administered by the Ministry of Higher Education (MoHE), with a Project Steering Committee that will be co-chaired by the MoHE and the Ministry of Economic Development.

The project comprises three components and a Contingent Emergency Component. The three primary components are;

**Component 1: Fostering skills development and entrepreneurship in priority sectors (Tourism & Construction and ICT-related Services Sectors through four sub-components:**

*1.1: Labor-market assessment and analysis for demand driven skills identification*

*1.2: Revision of Skills Development (TVET and Entrepreneurship) Curriculum*

*1.3: Face-to-Face Skills Delivery.*

*1.4: Support for Entrepreneurship Development.*

**Component 2: Promoting entrepreneurship and employment through skills Development and eLearning Strategy through three sub-components:**

*2.1: Strategy Development, Strengthening and Diversifying skills development programs.*

*2.2: IT infrastructure for skills development and jobs platform.*

*2.3: Career hubs for education-industry linkages.*

### **Component 3: Project Coordination, Monitoring and Evaluation**

MEERY Project invites interested applicants to contend for the position of a “Graphics Designer” to lead the works pertaining to “marketing, branding and graphics design” of planned activities to be financed through the MEERY project.

#### **2. Scope of Services**

The Graphics Designer will be responsible for all works related to marketing, branding and graphics design as required by the implementing agency for the successful execution of the project. The roles and responsibilities of the Graphics Designer shall include;

- Leading the marketing and branding related activities of the implementing agency with regard to the project.
- Apply knowledge of graphics designing to successfully execute and complete various project materials (web and social media content, online event information, brochures, catalogs, training documents, newsletters, PowerPoint presentations etc.)
- Execute document layout, design and revisions.
- Content writing as required.
- Engaging with and preparing professional marketing materials for both digital and traditional marketing platforms.
- Graphics design layout for handout, brochures, flyers, business cards, invitation cards etc.
- Original illustrations for web articles, reports, brochures, posters, social media posts etc.
- Provide design inputs for video and photography.
- Provide design inputs website development.
- Provide design inputs for presentations, proposals etc.
- Review final layouts and suggest improvements as necessary.
- Generate designs from concept stage to final delivery and actively contribute to the creative process.
- Prepare and communicate instructions for final assembly and print preparation both internally and with external service providers such as IT or videography and photography consultants.
- Identify market opportunities, explore resources, processes and guidelines for dissemination on online platforms.
- Maintain an archive of all assets created as part of this assignment.
- Editing and uploading videos to online platforms.
- Improve and edit artworks, photos, charts and other graphic elements.
- Assist in establishing and be responsible for maintaining a photo archive.
- Support and lead the design process of reports and presentations for printing, electronic distribution and live delivery.
- Other relevant tasks as required by the implementing agency and the MEERY project PMU.

### **3. Required Qualifications and Experience:**

- Bachelor's Degree in Graphics Design, Digital Marketing or any other relevant technical field
- Extensive experience working in design.
- Preference may be given to candidates who have worked in the public sector in similar assignments.

### **4. Professional Competencies:**

1. Ability to speak, read and write excellent English and Dhivehi.
2. Ability to plan and implement all works related to marketing, PR and design with minimal supervision.
3. Strong communication skills.
4. Familiarity with government procedures and regulations.

### **5. Reporting Requirement**

The Graphics Designer will report on a day to day basis to the designated project focal point at the implementing agency.

### **6. Institutional Arrangement**

The station of the Graphics Designer will be determined by the Ministry of Higher Education.

### **7. Duration of services and terms of payment**

The service duration of the graphics designer is for **6 months**. The agreement could however be extended should the need arise and the conduct of the assigned is found to be acceptable.