



EU funded Project ENI/2019/406-262

“Technical Assistance to Support the National Bureau of Statistics of the Republic of Moldova”

Graphic and Layout Designer to develop a brand book for the National Bureau of Statistics of the Republic of Moldova

The EU funded project *“Technical Assistance to Support the National Bureau of Statistics of the Republic of Moldova”* (ParStat) is seeking high-qualified national applicants for the position of a **Graphic and Layout Designer** to support the National Bureau of Statistics of the Republic of Moldova in revising and enriching the visual identity of the Institution, and developing specific branding products in line with the national legislation and the best European standards followed by other European National Institutes of Statistics.

The EU funded Project is a Service Contract managed by the EU Delegation to Moldova and implemented by a consortium led by the Italian Geographical Society in partnership with the National Institutes of Statistics of Italy (Istat), Poland (Statistics Poland), Denmark (Statistics Denmark). The project’s partner institution is the National Bureau of Statistics of the Republic of Moldova (NBS).

The brand is a fundamental aspect of an organisation’s identity and can assist in building trust and securing professionalism and recognition. The NBS’s new brand should be designed to secure immediate association as the Moldova’s principal provider of official statistics as well as positioning the Institute as a trusted and reliable producer of statistical information. The brand book should be conceived and prepared in line with the NBS’s vision and values and should help in establishing the personality, quality and services of the Institute in the minds of employees, partners and users of the official statistics of the Republic of Moldova.

The main objective of the consultancy is to work closely with the staff of the National Bureau of Statistics to produce the Brand Book that should include i) a section on Visual Elements (e.g. logos, typography, colour specifications), ii) a section on Printed Templates (e.g. letterheads, publications, business cards, press releases, envelopes, folders, flyers, booklets, CVs of the staff), iii) a section on Online Templates (e.g. emails, signatures, disclaimers, digital publications, photos, illustrations, PowerPoints, online communications, online newsletters, social media), iv) Promotional Items (e.g. banners, billboards, badges, other promotional materials). The brand book is expected to include guidelines on the use of the brand elements, and a brand toolkit to edit and publish the materials. Selected NBS staff is expected to be trained on the use of the new brand book.

Job position:	No. 1 Graphic and Layout Designer
Beneficiary:	National Bureau of Statistics of the Republic of Moldova, Chisinau
Duration of the consultancy:	6 months (30 working days), from January to June 2021
Starting date of the consultancy:	January 2021
Contract type:	Individual contract for consulting services based on monthly timesheets
Contracting authority:	EU funded Project ParStat
Method of payment:	Based on satisfactory performance and deliverables of implemented phases

Qualification and skills:	<ul style="list-style-type: none"> - University degree in a discipline relevant for the assignment. In the absence of the required academic degree, five (5) additional years of experience in the fields of graphic design or related fields of equivalent scope, on top of the years of experience described under Professional experience below; - An established track record in communications, outreach, branding and knowledge management, including video and graphic development and editing, proofreading and copy editing; - Knowledge and experience in social media management (e.g., Facebook, Twitter, blogs) and use of ICT tools; - Excellent verbal and written communications skills, and demonstrated experience working with a variety of stakeholders, including senior government officials, donors, journalists, editors, policymakers and academics; - Fluent in Romanian and English languages (minimum B2 of the European Language level, CEFR).
Professional experience:	<ul style="list-style-type: none"> - At least 10 years working as graphic and/or layout designer in the field of data dissemination and communication activities, out of which at least 5 years of relevant professional experience in the design of logos and templates for national institutions or international organisations, or large private companies. Portfolio containing examples of the achievements; - Proven experience in publication production; - Excellent command of Adobe applications including Photoshop, Illustrator, and InDesign, or similar software packages; - Advanced understanding of raster and vector-based imagery, such as maps and logos; - Proven experience in communication activities; - Experience and knowledge to communicate statistical data and production would be an asset.
Other skills:	<ul style="list-style-type: none"> - Ability to take the initiative and work independently under the guidance of the NBS and the ParStat project; - Proven ability to deliver high quality results; - Communication skills and teamwork oriented; - Prioritise actions and tasks, meet tight deadlines; - Ability to work under pressure.

Activities, expected results, deliverables, implementation approach, indicative timetable and remuneration

See the full Terms of Reference [here](#).

Application Process

The job application is open to individual experts.

Job applications must include:

- English Curriculum Vitae in Europass format complete with a recent photo (<https://europass.cedefop.europa.eu/documents/curriculum-vitae>);

- Motivational letter in English (two pages maximum) signed by the applicant, explaining the compliance with eligibility criteria for the post applied and motivation. The letter should include a proposed expected fee rate in euro for working day. The expected rate should include all costs for the consultancy;
- At least two examples of achievements related to the applied position (see above under the section “Professional experience”);
- At least two references (including contact information of the signatory - phone number and e-mail address);
- An outline of the proposed technical approach for the implementation of the NBS Brand Book (2 pages maximum).

The above documents and information shall be sent **by e-mail only** to the technical secretariat at urs.adm@societageografica.it and daniela.popa@parstat.md by **29 January 2021, 20:00** Chisinau Time.

After the above deadline, no applications will be accepted, and any request of information will be ignored. Application emails exceeding the size of 5 MB will be not taken into consideration.

IMPORTANT NOTICE:

Please note that the candidates must be independent and free from conflicts of interest in the responsibilities they take on. Candidatures from civil servants or agents of the NBS (who are currently employed or have worked in such a position until a date less than six months from the application deadline), will not be considered for the posts. Any false statements or documentation provided by applicants will result in the termination of the consultancy.

The successful candidate will sign individual contracts as service provider for consulting services. It will be her/his sole responsibility to comply with all legal requirements ruling in Moldova for self-employment or consultant as well as to cover all related taxes, charges and health-related costs if any.

Selection Process

Only the candidates included in a short list will be invited by e-mail for an interview to be held at the NBS premises in Chisinau, or online. The shortlist will be defined based on the curricula vitae, motivational letters, examples of achievements, references provided by the candidates, and outline of the proposed technical approach. The interviews may include practical exercises.

The selection process will be conducted by a selection panel composed by representatives of the NBS and ParStat project. The selection panel may decide not to select any candidate.

For any inquiry related to the application process, please write to: urs.adm@societageografica.it and cc to daniela.popa@parstat.md.