



International Organization for Migration (IOM)  
The UN Migration Agency

## **Open to External Candidates** **CONSULTANCY ANNOUNCEMENT**

Position Title : **Consultant – Media & Communication:  
Preparation Viber Stickers**  
Duty Station : **Home-based**  
Reference Code : **CS-DE1-2020-12**  
Classification : **Fee-based consultancy**  
Type of Appointment : **Consultancy of 5 days until 20 November 2020**  
Estimated Start Date : **16 November 2020**

*Established in 1951, the International Organization for Migration (IOM) is the leading intergovernmental organization in the field of migration and works closely with governmental, intergovernmental and non-governmental partners. IOM is dedicated to promoting humane and orderly migration for the benefit of all. It does so by providing services and advice to governments and migrants.*

### ***Organizational Context and Scope:***

Established in 1951, IOM is the leading UN agency in the field of migration and works closely with governmental, intergovernmental and non-governmental partners. IOM is dedicated to promoting humane and orderly migration for the benefit of all. It does so by providing services and advice to governments and migrants.

IOM Germany's Media and Communications Team is also supporting the technical outreach to Migrants and uses different tools for that, including the instant messaging service Viber. Through IOM Germany's channel on Viber, the team can share information with migrants about relevant IOM projects.

Viber is a calling and messaging app with over one billion users worldwide. The platform offers many features, including 'community groups' where organizations can share daily content and updates with our members.

IOM has created a public community on Viber that will allow the social media unit to build a public presence to curate relevant and timely information. The public community is open to all.

### ***Core Functions / Responsibilities:***

IOM globally collaborated with an illustrator to create a series of stickers against hate, xenophobia, and racism last August. The stickers series and IOM Viber community were formally launched last 06 October 2020.

For this project, the stickers need to be translated into German so that IOM Germany can also:

- Gather new followers and subscribers to the Viber group.
- Encourage followers to learn more about migrant issues.
- Promote IOM's message to end xenophobia.

### **Tangible and measurable outputs of the work assignment**

- Edit the existing IOM Viber stickers according to the translations of IOM Germany.
- Ensure that the stickers adhere to the Viber's sticker content guidelines.

- Collaborate with social media officer and IOM Germany to ensure that the stickers have correct wording.
- Edit the illustrations based on feedback.
- Deliver the final files.

The final products must consist of the following:

- 20 stickers in psd, png, and ai formats.
- Each sticker must be measured to fit a grid of 300x300 px.

Viber requires that stickers be delivered in editable psd files with separated layers. It must also be fit in a grid with each block measured at 300x300px.

### **Realistic delivery dates and details as to how the work must be delivered**

#### Pre-development of stickers by day 1:

- Submission of one sticker to see if translation into German fits the overall theme of the stickers

#### Initial development by day 2-3:

- Send over first edits of stickers

#### Mid development by day 4:

- Submission of colored illustrations to IOM Germany's Media Team
- To be reviewed by Viber Team and IOM Germany's Media Team

#### Final Development by day 5

- Submission of sticker pack to Viber

### **Performance indicators for evaluation of results**

Satisfactory completion of tasks indicated in these ToR.

### ***Required Qualifications and Experience***

- Higher education in the field of graphic, media or information design
- At least two years professional experience in the field of graphic, media or information design
- Experience with Adobe Creative Suites, especially Illustrator, Photoshop and InDesign
- Strong computer literacy;
- Ability to produce quality work accurately and concisely according to deadlines;

### **Languages**

Fluency in English language is required. Working proficiency in German or other languages would be considered an advantage.

### ***Required Competencies***

The successful candidate will demonstrate the following core behavioural IOM competencies:

### **Values**

- Inclusion and respect for diversity: respects and promotes individual and cultural differences; encourages diversity and inclusion wherever possible.
- Integrity and transparency: maintains high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct.
- Professionalism: demonstrates ability to work in a composed, competent and committed manner and exercises careful judgment in meeting day-to-day challenges.

### **Core Competencies**

- Delivering results: produces and delivers quality results in a service-oriented and timely manner; is action oriented and committed to achieving agreed outcomes.
- Managing and sharing knowledge: continuously seeks to learn, share knowledge and innovate.
- Accountability: takes ownership for achieving the Organization's priorities and assumes responsibility for own action and delegated work.
- Communication: encourages and contributes to clear and open communication; explains complex matters in an informative, inspiring and motivational way.

IOM's competency framework can be found at this [link](#).

### **Other**

Any offer made to the candidate in relation to this vacancy notice is subject to funding confirmation. Appointment will be subject to certification that the candidate is medically fit for appointment.

### **How to apply:**

Qualified candidates are invited to submit their resume and a brief statement of interest (maximum 1 page) as well as the proposed fee to Linda Gärtner ([lgaertner@iom.int](mailto:lgaertner@iom.int)) (max 5 MB).

Due to the volume of applications, IOM will not be able to respond to all inquiries about the application status and will only contact shortlisted candidates.

### **Contact**

International Organization for Migration / Germany

Linda Gärtner

Email: [lgaertner@iom.int](mailto:lgaertner@iom.int)