

MINISTRY OF INFORMATION TECHNOLOGY & TELECOM

Digital Economy Enhancement Project (DEEP) | World Bank Project No. P174402

Hiring of Individual Consultant Under DEEP Project

TERMS OF REFERENCE

<u>TERMS OF REFERENCE</u>					
Announcement Reference no:			PK-MOITT-556885-CS-INDV		
Project		Digital Economy Enhancement Project (DEEP)			
Position Name		Creative and Design Expert		Position ID	P174402
Vacancy		1	Type of Contract	Individual Consultancy	Duration of Contract
					21 Months

BACKGROUND

Digital Economy Enhancement Project (DEEP) is a World Bank assisted project with the objective of enhancing the Government's capacity for digitally enabled public services delivery for citizens and businesses. Ministry of IT & Telecom (MoITT) is the Executing Agency of the project with implementation support from (i) Board of Investment (BoI), (ii) National Database and Registration Authority (NADRA), (iii) Ignite – National Technology Fund and (iv) National IT Board (NITB).

PROJECT DESCRIPTION

DEEP aims to develop a framework and technology to promote digital services across Pakistan, significantly transforming citizen-centric unified services nationwide. A key component is the establishment of Civic Innovation and Technology Labs (CITLs) as collaboration hubs and platforms for citizens, government, startups, and academia to drive social and civic innovation and address community challenges through technology.

Ignite – National Technology Fund, under the Ministry of IT & Telecommunication, focuses on fourth industrial wave technology and ecosystem development initiatives to create a knowledge economy in Pakistan. Ignite's national network of incubators nurtures startups, while technology innovation grants support innovative, deep-tech projects. Ignite, known for its expertise in technology entrepreneurship, is mandated to establish and operate CITLs.

The Digital Government Innovation Program (DGIP) under Component 1(e) – Civic Innovation (estimated cost US\$13 million) will accelerate data production, availability, exchange, and interoperability by supporting innovative, citizen-centred digital services. It encompasses a multi-tiered competition cycle comprising Divisional, Provincial, and National Hackathons; Pre-Seed Capacity Building; Seed Grants; and CITL Incubation and Acceleration Phases. The programme targets nationwide geographic diversity, gender inclusivity, and socioeconomic inclusion across all 16 Divisions of Pakistan. Effective visual communication, branding, and creative design are central to the program's outreach, citizen engagement, and donor reporting obligations. The Creative and Design Expert will serve as the primary creative resource for PIU-Ignite, producing all design and visual communication assets required across the full lifecycle of the DEEP Civic Innovation component and the broader DEEP project communications.

OBJECTIVES OF THE ASSIGNMENT

The Creative and Design Expert is responsible for conceptualizing, designing, and delivering a comprehensive suite of creative communication and visual design assets for the Digital Economy Enhancement Project (DEEP) and Digital Nation Pakistan (DNP) initiative of MoITT. The position covers the full spectrum of donor-funded creative deliverables — from strategic brand identity and digital platforms to daily operational design needs including infographics, dashboards, presentations, web templates, event collateral, and multimedia content.

Key objectives include:

1. Developing and stewarding a cohesive, professional brand identity for DEEP and DNP that conveys innovation, inclusion, trust, and citizen-centric governance across all communications channels.
2. Producing high-quality creative assets that meet World Bank visual communication standards and Government of Pakistan branding guidelines for all programme outputs, events, and public-facing materials.
3. Supporting day-to-day design operations of PIU-Ignite including rapid-turnaround infographics, donor presentations, progress dashboards, report layouts, social media graphics, and event branding.
4. Driving nationwide digital and traditional media outreach to increase awareness and participation across urban, rural, youth, women, and marginalized communities.
5. Ensuring inclusive, accessible, and multilingual design across all deliverables, reflecting Pakistan's demographic and linguistic diversity.
6. Designing and maintaining the DEEP and DNP web presence, including responsive website templates, landing pages, and digital resource portals.

SCOPE OF THE ASSIGNMENT

The Creative and Design Expert will undertake the following tasks (not limited to):

A. Brand Identity Development

1. Design primary and sub-logos for Digital Nation Pakistan (DNP) and Digital Economy Enhancement Project (DEEP) and all key programme components (DGIP, CITLs, Hackathon series, etc.), ensuring visual cohesion across the entire project portfolio.
2. Develop comprehensive brand guidelines covering logo usage rules, colour palettes (primary, secondary, and accent), typography system, imagery style, iconography, tone of voice, and do's and don'ts for all media.
3. Create a Master Visual Identity Toolkit including editable templates for: formal presentations (PowerPoint/Google Slides), donor progress reports, policy briefs, letterheads, email signatures, business cards, certificates, ID cards, banners, and event signage.
4. Develop branding mockup applications for merchandise, event environments (stage backdrops, podium signage, flags, roll-ups), digital screens, and vehicle wraps as required.
5. Craft project taglines, slogans, key messaging pillars, and campaign narratives in English, Urdu, and major regional languages (Sindhi, Pashto, Balochi, Punjabi).
6. Ensure all visual materials reflect inclusive representation of Pakistan's diversity — urban and rural communities, women, youth, persons with disabilities, and minorities.

B. Donor Presentations & Progress Dashboards

1. Design and maintain a suite of standardized, professionally formatted PowerPoint/Keynote templates for World Bank supervision missions, MoITT briefings, Project Steering Committee (PSC) presentations, and donor reporting.
2. Produce visually compelling quarterly and semi-annual progress presentation decks incorporating data visualizations, infographics, photo documentation, and programme highlight summaries.
3. Design interactive and static programme performance dashboards (using Power BI, Tableau, or Canva equivalents) visualizing PDO indicators, MEL data, and beneficiary statistics for donor and government audiences.
4. Develop one-page graphical programme summaries, fact sheets, and result snapshots for rapid stakeholder communication aligned with each reporting cycle.

C. Infographics & Data Visualization

1. Produce a regular stream of high-quality infographics explaining DEEP components, programme results, civic innovation concepts, digital government frameworks, and policy themes for diverse literacy levels and channels.
2. Design data-rich process infographics for the DGIP competition cycle (Talent Hunt, Hackathon stages, Seed Grant flow, CITL journey), making complex workflows visually intuitive for participants and the public.
3. Create gender-disaggregated and geographic visualization maps and charts for MEL reporting and outreach materials.
4. Develop infographic series in Urdu and regional languages for low-literacy and rural audiences, using icons, illustrations, and simplified graphics.
5. Produce animated infographic explainers (GIF or short MP4 format) suitable for social media platforms and low-bandwidth environments.

D. Website Design & Digital Platforms

1. Design fully responsive website layouts and UI/UX templates for the DEEP/DNP official website and all programme microsites (DGIP, CITL, Hackathon portals), ensuring compliance with WCAG 2.1 accessibility standards.
2. Develop web design specifications and style guides for handoff to the development team, including wireframes, high-fidelity mockups, component libraries, and interaction specifications in Figma or Adobe XD.
3. Design landing pages for each competition cycle, programme event, and public campaign, optimized for mobile-first audiences.
4. Create visual assets for the Open Data Portal and Regulatory Sandbox interfaces, ensuring user-friendly, citizen-centric design aligned with the national digital government framework.
5. Maintain and update website creative elements throughout the project duration, including banners, hero images, icons, and thematic campaign overlays.

E. Social Media Content & Digital Campaigns

1. Establish and visually brand DNP and DEEP official social media channels (YouTube, Instagram, Threads, Facebook, X/Twitter, TikTok, LinkedIn) with platform-specific templates, profile images, cover banners, and highlight covers.
2. Design and produce a continuous stream of social media content including static posts, carousel graphics, infographics, short video reels (15–60 seconds), motion graphic teasers, GIFs, story templates, polls, and challenge graphics — all in English and Urdu.
3. Develop and maintain a rolling monthly content calendar aligned with the programme cycle, major national and international observances (digital rights, innovation, women's empowerment, disability inclusion days), and donor reporting milestones.
4. Create campaign-specific visual identities and hashtag graphic kits for each Hackathon cycle, Talent Hunt, CITL launch, Seed Grant award, and policy milestone.

F. Event & Campaign Creative Design

1. Develop key visual concepts and full creative packages for all programme events including Stakeholder Engagement Workshops, Talent Hunt Divisional events, Speed Networking Sessions, Pre-Seed Bootcamps, Hackathons (Divisional, Provincial, National), Demo Days, CITL launch ceremonies, and programme closure events.
2. Design comprehensive event branding collateral packages including: stage backdrops, podium and lectern branding, directional signage, registration desks, backdrop photo walls, digital invitations (English and Urdu), printed agendas, programme booklets, brochures, flyers, fact

sheets, pull-up banners, giveaway items, onboarding kits, lanyards, ID badges, souvenirs, and certificate templates.

3. Produce post-event visual summaries, highlight reels (video storyboards), and photo-essay layouts for donor reports and institutional memory.

G. Multimedia & Video Communication Assets

1. Develop storyboards, scripts, and creative concepts for short documentary-style videos (3–5 minutes) explaining DEEP components, showcasing CITL journeys, and profiling beneficiary impact stories for YouTube and broadcast media.
2. Produce animated motion graphic explainer videos (60–90 seconds) for each DEEP component in English and Urdu, suitable for website, social media, and public screen deployment.
3. Create multilingual audio-visual content adaptations for varying literacy levels, accessibility needs (subtitles, sign language overlays, audio descriptions), and low-bandwidth formats (compressed video, static slides with narration tracks).
4. Develop creative briefs and visual direction documents for any externally commissioned video or photography work.

H. Reports, Publications & Donor Documents

1. Design professionally formatted layouts for all programme knowledge products including programme reports, annual reviews, evaluation summaries, policy briefs, case studies, and success stories — in compliance with World Bank publications standards.
2. Create visually rich programme brochures and impact reports suitable for donor audiences, international forums, and government briefings.
3. Design infographic annexes and visual executive summaries for the DEEP Results Framework, Theory of Change, and PDO indicator dashboards embedded in official World Bank reporting.
4. Develop print-ready and digital-ready versions of all publications, ensuring CMYK/RGB colour profile management, print bleed specifications, and accessibility compliance.

I. Day-to-Day Design Operations

1. Respond to ad-hoc, rapid-turnaround design requests from PIU-Ignite teams covering: social media graphics for urgent announcements, quick-format infographics, slide deck edits, email newsletter headers, WhatsApp campaign graphics, and emergency event collateral.
2. Maintain a structured, version-controlled digital asset library (logos, templates, imagery, icons, brand elements) accessible to all PIU-Ignite team members.
3. Support the Communications Specialist in executing integrated communication campaigns, providing creative assets on schedule and within brand guidelines.
4. Ensure all creative outputs comply with World Bank visual identity guidelines, Government of Pakistan communications policies, and applicable intellectual property and licensing regulations.
5. Provide creative direction and quality control review for any design work produced by external vendors, freelancers, or partner organizations.

QUALIFICATION AND EXPERIENCE

Essential Qualifications:

- 1) Minimum 16 years of education (Bachelor's or equivalent) from a HEC-recognized or internationally reputable university in Graphic Design, Visual Communication, Creative Arts, UI/UX Design, Multimedia, Mass Communication, Marketing, or a closely related field. A postgraduate degree in design or communications is an advantage.

- 2) Minimum 05 years of verifiable post-qualification experience in professional graphic design, visual communication, and creative production in the public, private, or development sector.
- 3) Demonstrated experience in end-to-end brand identity development — including logo design, brand guidelines, visual identity systems, and multi-platform rollout.
- 4) Proven expertise in designing for donor-funded development projects, including World Bank, UNDP, USAID, or other multilateral/bilateral-funded programmes, with knowledge of donor branding and visual communication standards.
- 5) Strong portfolio demonstrating proficiency across: brand identity, infographics, presentation design, dashboard visualization, web/UI design, event branding, social media content, and print publications. Portfolio review is mandatory.
- 6) Demonstrated experience in designing multilingual content (English, Urdu, and at least one regional language) and adapting creative materials for diverse literacy levels.
- 7) Experience in social media management, content production, and digital campaign design across major platforms (Instagram, Facebook, X/Twitter, YouTube, TikTok, LinkedIn).
- 8) Excellent communication, stakeholder engagement, and interpersonal skills, with the ability to collaborate across multidisciplinary teams and respond to feedback constructively.
- 9) Ability to work under pressure, manage multiple concurrent design projects, and meet strict deadlines in a fast-paced development environment.

ADDITIONAL SKILLS / EXPERTISE

- 1) Proficiency in industry-standard design tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects), Figma, Adobe XD, Canva Pro, and Microsoft Office design features (PowerPoint, Word, Excel chart design).
- 2) Experience in dashboard and data visualization design using Power BI, Tableau, Google Data Studio, or equivalent platforms to communicate MEL and programme performance data visually.
- 3) Knowledge and practical use of generative AI design tools (e.g., Adobe Firefly, Midjourney, DALL·E, Runway) for creative concept development, image generation, and content adaptation — within ethical and donor-compliant usage frameworks.
- 4) UI/UX design experience with proficiency in responsive web design principles, wireframing, prototyping, and WCAG 2.1 accessibility standards.
- 5) Video production and editing skills including motion graphics design (After Effects, DaVinci Resolve, or equivalent) for short-form animated explainers, reels, and documentary content.
- 6) Understanding of print production standards: CMYK colour management, bleed and margins, file resolution for large-format printing, and vendor coordination for printed collateral.
- 7) Familiarity with digital government, civic technology, innovation ecosystems, STEM, and digital economy concepts — enabling technically informed creative communication.
- 8) Understanding of inclusive design principles and gender-responsive communication, including accessibility design for persons with disabilities (screen reader compatibility, colour contrast standards, alternative text).
- 9) Experience in content localization and cultural adaptation for multilingual, multi-regional Pakistani audiences including rural, low-literacy, and underserved communities.
- 10) Proficiency in digital asset management and version control systems for maintaining organized brand libraries across large, multi-component projects.
- 11) Understanding of intellectual property and copyright principles applicable to design assets, stock imagery licensing, font licensing, and AI-generated content.

12) Experience working in World Bank or other major donor-funded projects is strongly preferred.
SCHEDULE FOR THE ASSIGNMENT
The Consultant will be appointed on a contract basis for 21 months.
REMUNERATION AND OTHER BENEFITS
1) The consultant will receive remuneration as per the scope of work defined and based on the World Bank guidelines applicable to individual consultants for this position. 2) Travel expenses as approved by the World Bank and the Government of Pakistan. 3) This is a consulting-based appointment and does not offer medical or other benefits.
REPORTING OBLIGATIONS
The Creative and Design Expert will report to the Director Outreach and Communications, Civic Innovation, PIU-Ignite, Digital Economy Enhancement Project (DEEP), and will maintain regular coordination with the DEEP Team. The incumbent is required to: 1) Follow all rules, directives, and fiduciary guidelines of the World Bank and Government of Pakistan for successful project implementation. 2) Adhere to working days and timings as per Federal Government of Pakistan directives. 3) Report to work in official attire and maintain professional conduct at all times. 4) Refrain from working for any other party or accepting paid employment during this contract without written approval from the Competent Authority. 5) Ensure all required creative outputs and design deliverables are produced on time and in accordance with World Bank and Government of Pakistan requirements. 6) Maintain strict confidentiality of project-related information, data, and unpublished materials. 7) Ensure all creative assets comply with World Bank visual communication standards, Government of Pakistan branding guidelines, and applicable intellectual property and copyright regulations.
SELECTION CRITERIA
Procurement will be carried out in accordance with the Open Competitive Selection of Individual Consultants in accordance with the World Bank's "Procurement in Investment Project Financing, Goods, Works, Non-Consulting and Consulting Services, Fifth Edition, September 2023" ("Procurement Regulations").
SUBMISSION
Candidates meeting the required criteria should submit their applications at http://www.njp.gov.pk within 15 days of publication of the advertisement. No hard copy of application shall be accepted and all applications must be sent via NJP online. Shortlisted candidates who are working in Government sector are required to produce NOC at the time of interview.