

Terms of Reference (ToR)

Communication Assistant / Graphic Designer

1. Background

Tatweer Baladna is a Lebanese non-profit organization founded in 2017, dedicated to empowering youth and adults through inclusive education, innovation, and digital and green skills development. The organization designs and implements community-based learning programs that promote social inclusion, employability, and lifelong learning, with a strong focus on vulnerable groups, including people with disabilities, seniors, and marginalized communities.

Tatweer Baladna is a partner in **DigitalLife4ALL**, an Interreg NEXT MED-funded project aiming to establish Digital Skills Hubs and mobile DigiOnTheGo units across the Mediterranean to reduce the digital divide and promote inclusive access to digital skills, safety, and lifelong learning.

2. Project Overview

DigitalLife4All – An Adult & Lifelong Learning Initiative to Enhance the Digital Skills & Smart Competencies of Seniors, Older Adults, People with Disabilities & Persons in Vulnerable Social Groups in the Mediterranean Sea Basin

Programme: **Interreg NEXT MED, co-funded by the European Union**

Project Duration: *30 months (August 2025 – January 2028)*

Lead Partner: Regional Development Fund of East Macedonia & Thrace (Greece)

Project Partners: Mindspark+ (Greece), University of Cyprus (Cyprus), Tatweer Baladna (Lebanon), North American Private University (Tunisia), Al-Balqa Applied University (Jordan), Ege University (Türkiye)

Reference Number: A_T_3.1_0121_DigitalLife4ALL

Total Budget : 2,806,358.006 €

EU Contribution : 2,497,658.625 € (89%)

DigitalLife4All aims to promote **inclusive digital transformation** across the Mediterranean. It provides **digital and lifelong learning skills** through community-based **Digital Skills Hubs** and **DigiOnTheGo units**. The project empowers participants to confidently access and use digital tools, enhance employability, social participation, and resilience in the digital era.

Key Benefits and Impact:

- Empowering seniors, women, and people with disabilities to join the digital world.
- Building confidence, skills, and lifelong learning opportunities for all.
- Connecting communities across the Mediterranean through inclusion and innovation.
- Boosting employability and participation in the digital economy.
- Inspiring change toward a more inclusive and connected society.

Target Groups:

- Seniors and older adults learning to use technology.
- People with disabilities seeking digital access and inclusion.
- Women and youth from vulnerable or marginalized backgrounds.
- Local educators, trainers, and organizations driving digital empowerment.

3. Objective of the Assignment

The **Communication Assistant / Graphic Designer** will support Tatweer Baladna's role within the **Communication Team (COMMT)** of the DigitalLife4ALL project by producing high-quality **visual communication materials** that ensure:

- Clear, inclusive, and accessible communication of project objectives, activities, and results
- Compliance with **Interreg NEXT MED visibility and branding requirements**
- Effective dissemination of project outputs, events, and results to beneficiaries, stakeholders, and the general public
- Visual consistency across all DigitalLife4ALL communication materials at national and transnational levels

This role is primarily **design- and layout-focused**, complementing the Videographer and Communication Manager.

4. Scope of Work

The Communication Assistant / Graphic Designer will work closely with the **Project Manager and Communication Manager** and contribute to COMMT-related outputs foreseen in the approved project proposal.

4.1 Inception & Visual Identity Support (Months 4–6)

- Adapt and localize **DigitalLife4ALL visual identity assets** for national use (Lebanon), in line with consortium guidelines
- Design branded templates for:
 - PowerPoint presentations
 - Training materials covers
 - Reports, factsheets, and policy documents
 - Social media visuals

- Support the visual rollout of the project's kick-off phase and early communication actions

4.2 Ongoing Graphic Design & Communication Support (Months 6–30)

- Design **communication and dissemination materials**, including:
 - Flyers, posters, roll-ups, banners
 - Social media visuals (static posts, carousels, simple infographics)
 - Event agendas, invitations, certificates, and attendance materials
- Produce **visual layouts** for key project outputs, including:
 - Training Handbook (physical and digital versions)
 - Policy Recommendations Booklet
 - Action Plan summaries and factsheets
- Support accessibility by ensuring:
 - Readable layouts
 - High-contrast design
 - Visual clarity for seniors and people with disabilities

4.3 Event & Training Visual Materials

- Design event-specific materials for:
 - Digital Hub launches
 - Training workshops and learning cohorts
 - Awareness and policy events
 - Transnational meetings hosted in Lebanon
- Provide ready-to-print and digital-ready files adapted to multiple formats
- Coordinate with the Videographer to ensure visual coherence between static and audiovisual materials

4.4 EU Visibility, Archiving & Coordination

- Ensure all materials comply with:
 - Interreg NEXT MED visibility guidelines
 - EU emblem and funding acknowledgment rules
- Maintain a **well-organized archive** of editable source files (AI, PSD, INDD) and final exports
- Support COMMT contributions to joint project outputs such as:
 - Needs Analysis Report (visual layout support)
 - Stakeholder Analysis (visual layout support)
 - Training Framework and Curriculum materials

5. Deliverables and Indicative Timeline

| Deliverable | Description | Timeline of the project (Month) |
|-------------|--|---------------------------------|
| D1 | Use Branded templates (presentations, reports, certificates, social media) | Month 6-7 |
| D2 | Apply shared Visual materials for kick-off and early dissemination on all materiel shared or posts created | Months 7-8 |
| D3 | Graphic materials for Digital Hub launch and training cycles | Months 19-12 |
| D4 | Layout and design of Training Handbook and learning materials | Months 12-24 |
| D5 | Visual design support for Policy Recommendations Booklet & Action Plan summaries | Months 18-26 |
| D6 | Event-specific materials for national & transnational events | Months 9-28 |
| D7 | Final archive of all editable design files and visual assets | Months 27-30 |

6. Profile and Qualifications

Education:

- Bachelor's degree in Arts, Communication, Graphic Design, or any other related field, or equivalent experience.

Experience:

- At least 3 years of professional experience in media and communications content, graphic design, video editing, or visual communication
- Demonstrated experience with International or EU-funded projects or organizations is a plus.
- Familiarity with EU Branding guidelines is a plus.

Portfolio Requirements:

Applicants must submit **at least three relevant samples** (reports, toolkits, social media visuals, or event materials) demonstrating experience in educational, skills development and capacity building, social, or development projects.

Skills:

- Strong proficiency in Adobe Creative Suite (Illustrator, Photoshop...), or other design tools, such as Canva, CapCut, etc...
- Experience with accessibility-aware design is a strong asset
- Excellent analytical and communication skills.
- Proven ability to work independently and meet tight deadlines.

Language

- Arabic Fluent in speaking, reading, and writing
- English Fluent in speaking, reading, and writing

Other requirements:

- Tax number and MOF certificate is a must.

6. Contract Terms

- **Duration:** From Month 6 to Month 30 of project implementation (January 2026 –End January 2028).
- **Compliance:** All materials must follow Interreg NEXT MED visibility and branding guidelines.
- **Contract Type:** This is a consultancy contract, not an employment contract. No employment benefits (such as social security, paid leave, or insurance) are included. The consultant will be responsible for their own taxes, social security, and insurance coverage.
- **Contract Value** Payments will be made based on approved timesheets and invoices, in accordance with Interreg NEXT MED Programme rules. Provide Rate per Hour in the Financial Proposal.
- **Payment Arrangements:** Based on an agreed Hourly rate, paid against monthly invoices and approved timesheets
- **Reporting Line:** The Consultant will report directly to the Project Manager and Communications Manager.
- **Work Modality:** The assignment will be based at our premises in Choueifat. On-site attendance will be required on a weekly basis, and during key milestones, including the Transnational Meeting, field visits relevant to our project, events, and major project phases.

7. Application Procedure

Interested applicants are invited to submit the following documents to careers@tatweerbaldna.org with the subject line: **“Application for Communication Assistant / Graphic Designer – DigitalLife4ALL Project”**

Required Documents:

- Curriculum vitae
- Portfolio (material in PDF, PNG, JPEG formats or links)
- Short motivation letter
- Copy of the Tax certificate from MOF
- Financial proposal (hourly rate in EUR)

Deadline: Apply by January 10, 2026, at 1:00 PM (Beirut Time)

Only shortlisted candidates will be contacted for an interview or clarification.

8. Evaluation Criteria

| Criteria | Maximum Points |
|---|----------------|
| Technical Evaluation | |
| Academic Qualifications | 20% |
| Technical capacity, creativity, and relevance of portfolio | 20% |
| Experience in EU or International projects | 10% |
| Skills and Competencies | 20% |
| Financial Evaluation | |
| Cost Competitiveness | 30% |
| Total | 100% |

9. Equal Opportunity and Compliance

Tatweer Baladna is an equal opportunity employer committed to zero discrimination and safeguarding principles. This position is funded by the European Union under the Interreg NEXT MED Programme. The views expressed in this document do not necessarily reflect those of the European Union.