

Terms of Reference: Visual Artist

Position Title:	Visual Artist
Type of Appointment:	Full-Time Contract
Duration:	2 years, renewable based on performance

1.0 Background

The Ministry of Economic Development and Trade (MoEDT) serves as the central government body responsible for formulating and implementing economic policies, promoting trade and investment, and fostering sustainable economic growth in the Maldives. The Ministry plays a crucial role in positioning the Maldives as an attractive investment destination and supporting various economic initiatives.

To effectively communicate the Ministry's objectives, initiatives, and achievements to both domestic and international audiences, MoEDT requires professional visual communication services. The Ministry's Public Relations (PR) Department is responsible for managing external communications, media relations, and promotional activities that enhance the Ministry's public image and support its strategic objectives.

The Ministry is seeking to engage a qualified Visual Artist to provide comprehensive visual design, photography, videography, and multimedia content creation services. The Visual Artist will work closely with the PR Department to develop high-quality visual materials that effectively communicate the Ministry's message across various platforms and media channels.

2.0 Objective

The purpose of this Terms of Reference (TOR) is to engage a qualified Visual Artist who will provide professional visual communication services to support the Ministry's public relations and communication activities. The Visual Artist will be responsible for creating compelling visual content that:

- 2.1 Enhances the Ministry's brand identity and public image
- 2.2 Effectively communicates policy initiatives and economic developments
- 2.3 Supports promotional campaigns and public awareness programs
- 2.4 Produces high-quality multimedia content for various communication channels

3.0 Scope of Services

Under the direct supervision of the PR Department, the Visual Artist will perform the following tasks:

3.1 Graphic Design

- Capability to follow visual identity guides and branding elements
- Create infographics, charts, and data visualizations for reports and presentations
- Design promotional materials including brochures, flyers, banners, and posters
- Develop social media graphics and digital marketing materials
- Create presentation templates and slide designs for Ministry's official purposes
- Design weekly/monthly/annual reports, policy documents, and publication layouts

3.2 Photography

- Conduct professional photography for Ministry events, meetings, and official functions
- Provide portrait photography for Ministry officials and staff
- Document project sites, infrastructure developments, and economic activities
- Edit and enhance photographs for various publication requirements
- Maintain digital photo archives with proper cataloging and metadata

3.3 Videography & Editing

- Plan, shoot, and produce promotional videos for Ministry Initiatives and Projects
- Produce training and educational videos for internal and external use
- Conduct video interviews with Ministry officials and stakeholders
- Live stream and record official events, conferences, and seminars
- Create short-form content for social media platforms
- Create animated graphics and visual effects where necessary
- Add subtitles and translations as required
- Optimize content for various platforms and formats
- Ensure all content meets broadcast and web standards

3.4 Multimedia Content Creation

- Develop interactive presentations and digital displays
- Create multimedia content for website and digital platforms
- Design exhibition materials and display boards
- Produce content for mobile applications and digital publications

3.5 Creative Consultation and Strategy

- Provide creative input on visual communication strategies
- Advise on best practices for visual storytelling and brand consistency
- Recommend innovative approaches to visual content creation
- Collaborate with PR team on campaign development and execution

4.0 Reporting Arrangements

4.1 Working hours - 0800-1600 hrs, weekdays

4.2 The selected applicant may be required to work outside of the above working hours occasionally during the term of the consultancy.

4.3 The Visual Artist will report directly to the designated officials within the Ministry. The Visual Artist shall:

4.3.1 Attend daily/weekly coordination meetings with PR Department staff

4.3.2 Provide regular updates on ongoing projects and assignments

4.3.3 Submit monthly progress reports detailing completed work and upcoming activities

4.3.4 Be available for urgent assignments and last-minute requests as required by Ministry operations

5.0 Intellectual Property and Confidentiality

5.1 All intellectual property created under this consultancy belongs to the Ministry of Economic Development and Trade

5.2 The Visual Artist must maintain strict confidentiality regarding Ministry operations and sensitive information

5.3 No content created for the Ministry shall be used for personal or third-party purposes without written permission

5.4 The Visual Artist shall not engage in any activities that may create conflict of interest with Ministry objectives

6.0 Qualifications and Requirements

The Visual Artist must meet the following criteria:

6.1 Educational Background

- Bachelor's degree in Graphic Design, Visual Arts, Multimedia, Communications, or related field
- Professional certifications in relevant software and techniques are advantageous

6.2 Professional Experience

- Minimum 5 years of professional experience in visual design and multimedia production
- Proven track record of working with government agencies or corporate clients
- Portfolio demonstrating expertise in graphic design, photography, and videography
- Experience in brand development and visual identity creation

6.3 Technical Skills

- Proficiency in Adobe Creative Suite
- Knowledge of photography techniques and equipment
- Video production and editing capabilities
- Understanding of design principles and social media requirements
- Knowledge of printing processes and specifications

6.4 Soft Skills

- Excellent creative and artistic abilities
- Strong project management and time management skills
- Ability to work under pressure and meet tight deadlines
- Good communication and interpersonal skills
- Flexibility to adapt to changing requirements and priorities

7.0 Contract Terms

- **Remuneration:** MVR 20,000 (all inclusive)
- **Contract Duration:** 2 years
- **Probation Period:** 3 months

8.0 Application Requirements

Interested candidates must submit:

- ID card copy
- Educational certificates and professional certifications
- Detailed CV/resume
- Portfolio of previous work
- Reference letters from previous clients (minimum 3)

24 June 2025

