



TERMS OF REFERENCE

LAYOUT ARTIST (SHORT-TERM CONSULTANCY)

General Information

Reference: VA/CONSULTANCY/PRF/2026/005

Title: Layout Artist – PEMSEA Annual Report 2025 (“Midway Forward”)

Duty Station: Home-based (with coordination meetings as required)

Duration of Assignment: 16 March–10 April 2026

Background

Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) is an intergovernmental organization specializing in ocean governance for the Seas of East Asia. Established in 1993 as a regional project under the United Nations Development Programme (UNDP) with funding support from the Global Environment Facility (GEF), PEMSEA has evolved into a self-sustaining regional organization mandated to implement the Sustainable Development Strategy for the Seas of East Asia (SDS-SEA).

In 2025, PEMSEA marks the midpoint of the decade toward 2030 through its Annual Report, themed “**Midway Forward.**” The report reflects institutional accomplishments, regional partnerships, and strategic priorities for advancing sustainable coastal and ocean governance across the region.

To ensure a high-quality, visually compelling, and professionally designed publication aligned with PEMSEA’s branding standards, the PRF Communications Unit seeks to engage a qualified Layout Artist to lead the design and layout of the PEMSEA Annual Report 2025.

Objectives of the Assignment

The Layout Artist will design and produce the full layout of the PEMSEA Annual Report 2025, ensuring visual coherence, readability, and alignment with PEMSEA’s brand identity and guidelines. The final product must be publication-ready for digital distribution.

Roles and Responsibilities

Under the guidance of the Communications Officer and in close coordination with the PRF Communications Unit, the Layout Artist will:

- a) Develop the overall visual concept and layout design for the PEMSEA Annual Report 2025, consistent with the theme “Midway Forward” and PEMSEA branding guidelines.
- b) Create a clean, professional, and engaging layout that enhances readability and effectively presents narrative content, data, quotes, photos, and infographics.

Partnerships in Environmental Management for the Seas of East Asia

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c) Design templates for key sections of the report, including cover, join messages, thematic chapters, project summaries, financial highlights, and closing sections.

d) Integrate photos, charts, graphs, tables, and visual elements into cohesive page compositions, ensuring accurate and visually accessible data presentation.

e) Propose a clear typographic hierarchy, cohesive color palette aligned with PEMSEA branding standards, and complementary visual elements to enhance the report's overall visual identity and creative direction.

f) Design selected visual assets derived from the report for digital dissemination, including:

- Social media-ready graphics (square and vertical formats) featuring key messages, data points, quotes, and highlights;
- Cover reveal graphics;
- Chapter teaser visuals;
- Story-based visual cards optimized for platforms such as LinkedIn, Facebook, and Instagram.

g) Work closely with the Communications Unit to incorporate feedback and revisions in a timely manner throughout the layout process.

h) Ensure proper placement of logos and elements in accordance with institutional and partner requirements.

j) Prepare a final digital-ready, web-optimized PDF version of the report.

k) Submit all editable source files, linked assets, and packaged design files upon completion of the assignment.

Deliverables

The consultant is expected to deliver the following within the assignment period (9–27 March 2026):

- Approved overall layout concept and design direction.
- Designed and fully laid-out PEMSEA Annual Report 2025 (estimated 70–100 pages, subject to final manuscript).
- Social media graphics for the launch and promotion of the PEMSEA Annual Report 2025 including key message cards, data highlight visuals, quote cards, cover reveal graphics, and chapter teaser posts.
- Web-optimized PDF version for digital distribution.

A detailed production schedule with milestones (concept approval, first draft layout, revised draft, final submission) will be agreed upon at the start of the engagement.

Qualifications and Skills Required

Educational Background:

Bachelor's degree in Multimedia Arts, Development Communication, Visual Communication, Fine Arts, Advertising Arts or other related fields.

Experience:

At least two (2) years of professional experience in publication layout and design, preferably for annual reports, development organizations, multilateral institutions, or corporate publications.

Demonstrated experience in designing content-heavy reports involving data visualization, infographics, and structured narratives. A portfolio of similar publications is required.

Technical Skills:

Proficiency in Adobe InDesign, Illustrator, and Photoshop.

Strong understanding of typography, layout composition, and digital production standards.

Ability to handle technical documents with consistent formatting and attention to detail.

Other Qualifications:

Strong visual storytelling and conceptualization skills.

Ability to translate technical and institutional content into clear and compelling visual formats.

Excellent time management skills and ability to meet deadlines.

Strong communication and collaboration skills.

Experience working with environmental, sustainability, or regional development organizations is an advantage.

Application Process

Applicants are requested to submit a CV and portfolio (with at least two samples of similar publications) via email to recruitment@pemsea.org.

Kindly indicate the vacancy reference number and title of the requirement in the subject line of the email. For example:

VA/CONSULTANCY/PRF/2026/005 – Layout Artist (Annual Report 2025)

The deadline of application is on **9 March 2026**. Only shortlisted candidates will be notified.

For more information on PEMSEA, please visit www.pemsea.org.