

# Terms of Reference

## Individual Consultant to Design, Develop Graphics, Videos & Artworks

### 1. Background

Sri Lanka CERT, an institution that has the mandate to protect the cyberspace of Sri Lanka, is currently implementing the nation's first information and cyber security strategy. This strategy was approved by the Cabinet of Ministers to be implemented five years from 2019.

In line with the implementation of the National Strategy, an awareness strategy shall be implemented to increase the awareness of government officers, businesses, and general citizens on various aspects of cyber security including personal security, social media security and government initiatives on cyber security.

Sri Lanka CERT, therefore, aims to hire a qualified and experienced consultant to design and develop graphics, videos & artworks to publish, broadcast on all media reaching large audiences, including TV, radio, printed media and online platform.

### 2. Objectives

The objectives of this consultancy are as follows:

- a. Support the implementation of Sri Lanka CERT's cyber security awareness strategy by designing and developing engaging visual content—including graphics, images, videos, and artworks—to educate citizens, government officers, and business stakeholders on key topics such as personal cyber hygiene, social media safety, and national cyber security initiatives.
- b. Facilitate the dissemination of cyber security awareness messages through multiple communication channels—including electronic media (TV, radio), printed media, social media platforms, and on-ground outreach materials—thereby strengthening Sri Lanka CERT's public image and enhancing national cyber resilience through strategic and impactful communication.

### 3. Scope of Work

The consultant will be responsible for the following tasks.

- a. The consultant will design and produce multimedia content—including graphics, infographics, and short videos—with a consistent visual identity aligned to Sri Lanka CERT's branding.
- b. Content will focus on key themes such as personal cyber hygiene, social media safety, cyber security for government and businesses, and national CERT initiatives.
- c. Materials must be tailored for multiple platforms including TV, radio, print, social media, and physical media, ensuring broad public outreach.

- d. All content should be delivered in Sinhala, Tamil, and English, and be accessible and culturally relevant for diverse Sri Lankan audiences.
- e. The consultant will work closely with Sri Lanka CERT for reviews and approvals, and must provide editable source files and a usage guide upon completion.
- f. The selected consultant will be required to work physically at the Sri Lanka CERT premises, maintaining a minimum of 40 working hours per week (Monday to Friday) throughout the contract period.
- g. Shortlisted candidates will be required to complete a practical assessment as part of the interview process.

#	Activity	Details
1	Social Media Posts (Regular Awareness)	Design and develop social media posts on various aspects of cyber security (24 (Sinhala 8, English 8, Tamil 8)) per month * 18 posts) - Design and develop content in local languages and publish them on social media (Facebook, LinkedIn, TikTok, YouTube, Sri Lanka CERT official website)
2	Social Media Posts (On Demand)	Social media posts on various aspects of cyber security (minimum 4 per month) - Design and develop content in local languages and publish them on social media (Facebook, LinkedIn, TikTok, YouTube, Sri Lanka CERT official website)
3	Monthly Newsletters	Design, develop, and print newsletters (trilingual) (3 (Sinhala, Tamil & English) * 18 = 54 newsletters during the contract period) in A4-double sided
4	Video Clips (Regular Awareness)	Design and develop two to three minutes' video clips, animations on cyber security in Sinhala, Tamil and English (128 during the contract period)
5	In-person awareness	Conduct in-person awareness on cyber security to government officers, the general public (including school children, rural citizens, senior citizens, vulnerable communities), and the business community. - 2 in-person awareness sessions per month * 18 (36 during the contract period)

- f. Support Sri Lanka CERT in organizing and promoting events, workshops, and conferences.

#### 4. Deliverables and Payment Schedule

#	Activity	Details	Payment	Delivery Period
1	Social Media Posts (Regular)	Design and develop social media posts on various aspects of cyber security (24 (Sinhala 8, English 8, Tamil 8)) per month	20% of the Contract value	24 posts per each month (July 2025 to

	Awareness)	* 18 posts) - Design and develop content in local languages and publish them on social media (Facebook, LinkedIn, TikTok, YouTube, Sri Lanka CERT official website)		Dec 2026)
2	Social Media Posts (On Demand)	Social media posts on various aspects of cyber security (minimum 4 per month) - Design and develop content in local languages and publish them on social media (Facebook, LinkedIn, TikTok, YouTube, Sri Lanka CERT official website)	20% of Contract Value	4 newsletters per month – Sinhala/Tamil and English (July 2025 to Dec 2026)
3	Monthly Newsletters	Design, develop, and print newsletters (trilingual) (3 (Sinhala, Tamil & English) *18 = 54 newsletters during the contract period) in A4-double sided	20% of the Contract Value	July 2025 to Dec 2026
4	Video Clips (Regular Awareness)	Design and develop two to three minutes' video clips, animations on cyber security in Sinhala, Tamil and English (128 during the contract period)	20% of the Contract value	July 2025 to Dec 2026
5	In-person awareness	Conduct in-person awareness on cyber security to government officers, the general public (including school children, rural citizens, senior citizens, vulnerable communities), and the business community. 2 in-person awareness sessions per month * 18 (36 during the contract period)	20% of the Contract value	2 in-person awareness per month (July 2025 to Dec 2026)

## **5. Timeline and Duration**

The consultancy is expected to commence on the 1<sup>st</sup> of July 2025 and conclude on the 31<sup>st</sup> of December 2026.

## **6. Qualifications and Experience**

- A minimum of two (2) years of industry experience in designing and developing graphics, videos, and artworks for mass communication across various media channels—including television, radio, print, and online platforms—is mandatory.
- Proficiency in Adobe Creative Suite, 3DMax, and Maya is essential.
- A recognized two-year Diploma in Multimedia is a mandatory qualification.
- A minimum of one (1) year of hands-on experience conducting in-person awareness sessions on cyber security or ICT for diverse audiences—such as government officers, school children, rural and senior citizens, vulnerable communities, and the business sector—will be considered an added advantage.
- Strong written and verbal communication skills in English, Sinhala, and Tamil will be considered beneficial.
- Proven ability to create engaging, audience-specific content tailored to different demographic and stakeholder groups is highly desirable.
- The consultant must demonstrate the ability to work independently, manage multiple tasks, and consistently meet deadlines.

## **7. Proposal Submission**

Interested consultants are requested to submit the following documents:

- A cover letter
- Detailed curriculum vitae (CV) highlighting relevant experience and qualifications as mentioned in section 6.
- Proposal covering the scope of service as specified in sections 2, 3 and 4.
- Samples of previous work related to this domain.
- Financial proposal (including the consultant's daily rate or consultancy fee, and an estimate of anticipated expenses) as per the Table of Section 4.