



POSITION DESCRIPTION

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| POSITION TITLE: | DATE: |
| Graphic Artist | 1 st March 2024 |
| REPORTS TO: | APPROVED BY: |
| Chief Communications Officer (CCO) | Chief Communications Officer (CCO) |
| JOB OVERVIEW | |
| <p>The Graphic Artist reports to the Chief Communications Officer (CCO). S/he will work closely with the CCO and the Communications Team to ensure the graphic design and branding needs of the department and wider organization are met with efficiency, accuracy, and creativity. The Graphic Designer’s scope of work includes the full process of defining requirements, visualizing and creating graphics while adhering to brand standards and best design practices for both digital and offline media. To be successful in this position, s/he will be a self-starter, and team player capable of delivering brilliant creative ideas that capture attention and communicate complex concepts and messages effectively.</p> | |
| KEY DUTIES AND RESPONSIBILITIES | |
| <p><u>Key Duties and Responsibilities</u></p> <ul style="list-style-type: none"> • Create visual concepts and graphic designs to promote and communicate the organization’s work, projects, desired messaging, goals and community impact etc. This includes ensuring preparation, approval, and delivery of artwork to the end user. • Provide graphic design and creative services for the organization and its social enterprises and partner entities. This includes but is not limited to, illustrations, logos and brand guidelines, layouts, website and presentation graphics, booklets, brochures, ads, social media graphics, pitch decks, newsletters, signage, product packaging, and marketing collateral. • Evaluate design project needs and conduct independent research to determine and give input on design requirements and production costs. • Produce visuals, graphic design, and rich media work that is effective, inspiring, and creative. • Manage the department’s graphic design schedule to meet strict deadlines and ensure efficiency and an organized, prioritized workflow. • Work with vendors and service providers to facilitate the design and production process. Where necessary, coordinate with outside agencies, art services, web designers, and printers on projects and provide details on pricing, turn-around times, and production needs. • Proof and review final design layouts, ensuring proper use of grammar and spelling and adherence to brand standards, and final approval from the CCO. • Execute updates and adjustments to the organization’s website(s), including but not limited to the design and upload of banners, hiring ads, posting of PR articles, and other updates. • Provide the visual and digital assets to facilitate the development and implementation of | |

innovative and creative communications, pr, marketing and social media campaigns for the organization and its social enterprises.

- Participate in creative brainstorming, and market research to inform design concepts and contribute to team assignments.
- Support the Comms Team on tasks, creative projects, and activities as assigned.
- Perform any other duties assigned by immediate supervisor.

KNOWLEDGE & REQUIRED SKILLS

Core Skills Specific to Post

- Demonstrable graphic design capabilities and excellent written and oral communication skills.
- Proficiency with required desktop publishing tools, including Photoshop, Adobe, InDesign Quark, and Illustrator etc. Experience with computer-aided design is a plus.
- Effective time management skills and the ability to meet deadlines and work efficiently in a fast-paced environment with competing deadlines.
- Must have a keen eye for visual composition and aesthetics with the ability to pay close attention to detail.
- Good understanding of marketing, production, website design, corporate identity, product packaging, advertisements, and multimedia design concepts.
- Basic digital photography and photo editing skills.
- Must have a positive disposition, “can do” attitude and good interpersonal skills.
- Must be a self-motivated team player with the ability to “own a task,” and drive results whether working individually or within a team.
- Must be well groomed and a highly organized individual.
- Ability to manage graphics across multiple social media channels as well as curate brand appropriate, creative content for (but not limited to) Instagram, Facebook, Twitter, YouTube, LinkedIn, and Tick Tock.
- Experience in video editing.

Additional Skill Required for Post:

- Strong verbal and written communication skills, and ability to confidently interact with individuals at all levels.
- Capable of skillfully using job-specific smart devices & electronics.
- Strong Organizational, Multitasking, Creative, Written & Critical thinking skills.
- Computer literacy with proficiency in Word, Excel, Outlook, Power Point, Publisher, Canva.
- Efficient while maintaining a high level of accuracy and attention to detail.
- Organized, systematic and able to prioritize, schedule and perform complex tasks on time and with minimal supervision.

- Able to maintain confidentiality; demonstrate sound judgement and discretion.
- Ability to liaise with other departments to achieve a common goal.
- Proven ability to work well within a team.
- Self-motivated and results-oriented.
- Understanding and appreciation for the Core Values & Mission of OEF/CTI

EXPERIENCE & QUALIFICATIONS

Education:

- An Associates degree in graphic design, art, communications or related field would be beneficial.
- Proficiency in English Language (Written & Verbal)

Experience

- At least two (2) Years experience in the area of Communicators and/or Graphic Design would be advantageous to the role.
- Experience working in the field of non-profit.

Acknowledged and agreed by:

Date: