Terms of Reference
Senior Graphic Designer
WWF-Pakistan

Reporting to: Head of Communications
Employment Grade: C2
Location: Lahore
Department: Communications

Working Relationships
External: Publishers; Printers; Vendors; Consultants
Internal: All Employees

Summary
WWF-Pakistan is looking for a Senior Graphic Designer to plan, research, create and execute quality art and design layout solutions for print publications and digital content. The individual will also work in close coordination with WWF-Pakistan’s project teams and departments to develop appropriate content for use. He/she should be flexible to work online and ensure delivery of assignments on agreed timelines.

Duties and Responsibilities

- Ensure all publications and digital content are aligned with WWF’s branding policy
- Work with the communications team on concepts and editorial content of monthly and quarterly publications
- Develop new ideas and concepts for campaigns
- Create layout, design and style framework for print and digital content based on the general WWF brand guidelines
- Develop and design communication products (reports, brochures, banners, etc.), giveaways (pens, diaries, shields, etc.) and panda products
- Formulate basic layout design and specify material details, such as style and size of type, photographs, graphics, etc.
- Create custom illustrations or other graphic elements
- Attend photoshoots and printing sessions to ensure products are of desired quality
- Generate creative visual executions
- Maintain liaison with printers, vendors, field teams, etc.

Selection Criteria

Education, Experience and Working Knowledge

1. Four-year degree in graphic design or equivalent education or experience
2. Demonstratable graphic design skills with a strong portfolio
3. Proficient in leading industry software (Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe premier, Adobe After Effects, etc.) and technologies
4. Knowledge of editing software preferred
Other Skills and Attributes

1. Passionate about communications design and marketing
2. Attention to detail
3. Ability to multi-task and prioritize and schedule tasks
4. Can work under pressure and meet tight deadlines
5. Up to date with new design trends
6. Good communication skills
7. Flexible to work online

WWF-Pakistan reserves the right to amend and upgrade these TORs from time to time, as may be required in the interests of the organization.