Terms of Reference
Senior Communications Officer (Design)
WWF-Pakistan

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

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

Duties and Responsibilities

- Develop, design and implement creative communication campaigns focused on awareness, outreach, etc.
- Coordinate with WWF departments (including international office and other network offices), as well as donors/partners, publishers, printers, vendors, etc. to execute communication strategies, campaigns and activities
- Ensure all communication material is aligned with WWF’s branding policy
- Work with the communications team on concepts and editorial content of publications
- Create layouts, designs and style framework for print and digital content
- Create short videos for digital use (motion graphics, etc.)
- 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 filming and printing sessions to ensure products are of desired quality
- Coordinate with Department heads and project teams across WWF-Pakistan’s offices to inform communication strategies and priorities and
- Supervise and manage on-ground activities focusing on outreach, awareness, 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. Experience in planning and executing digital and on-ground communication campaigns; preferably in the development sector
4. Proficient in leading industry software (Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Premiere, Adobe After Effects, etc.) and technologies
5. Knowledge of editing software preferred
6. Experience with videography and camera handling preferred
7. Excellent time management skills and self-starter
8. Experience in an international organization preferred

Other Skills and Attributes

1. Passionate about communication design and marketing
2. Attention to detail
3. Ability to multi-task and prioritize and schedule tasks
4. Ability to work under pressure and meet tight deadlines
5. Ability to work effectively in teams
6. Up to date with new design trends
7. Good communication skills
8. 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.