

Graphics Designer Job Description

Function :	FRDP in House.
Job Title:	Graphics Designer
Employment:	Full-Time
Country:	Pakistan
Location:	Hyderabad Sindh
Reports to:	IT & Digital Marketing Manager

Overview / Objectives of the position:

As a Graphic Designer, you will be responsible for creating visual designs that align with our brand guidelines. You will work closely with our marketing and communications team to develop design concepts for social media posts, website banners, and newsletters, digital and print media. The ideal candidate must be proficient in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, and have experience in multimedia content creation using Adobe Premiere Pro and After Effects (plus point).

Responsibilities:

1. Develop creative concepts and designs for social media posts, website banners, newsletters, digital and print media that align with our brand guidelines.
2. Design and layout print materials including brochures, flyers, monthly and annual reports.
3. Create and edit multimedia content including videos and animations using Adobe Premiere Pro and After Effects (plus point).
4. Manage multiple projects and deadlines while maintaining attention to detail. Continuously improve and evolve design standards based on user feedback.
5. Collaborate with the marketing and communications team to develop design strategies that support our organization's goals
6. Research and stay up-to-date with the latest design trends and technologies to ensure that FRDP's visual communication is up-to-date.
7. Work with vendors and printers to ensure that print materials are produced to the highest quality.
8. Create and design logos, infographics, and other visual materials as needed.
9. Manage the FRDP brand guidelines and ensure that all visual communication is consistent and aligned with the organization's mission and values.

10. Develop and implement a consistent visual style across all communication channels, including social media, website, and email newsletters.
11. Brainstorm and pitch creative ideas for campaigns and visual communication projects.
12. Create and design materials for FRDP's events, including brochures, posters, and other promotional materials.
13. Collaborate with other departments, including program teams and the fundraising team, to design materials that support their needs.
14. Ensure that all design work is completed within budget and on time

Requirements:

- Bachelor's degree in Graphic Design, Visual Communications, or equivalent
- 2-3 years of experience in graphic design
- Expertise in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and Adobe Acrobat
- Proficient in multimedia content creation using Adobe Premiere Pro and After Effects (plus point)
- Demonstrable portfolio of completed design projects
- Strong attention to detail, creativity, and problem-solving skills
- Excellent time management and organizational skills
- Strong written and verbal communication skills in English (Sindhi and Urdu will be plus point)

Note: FRDP is an equal opportunity employer, and we value diversity at our organization. We do not discriminate on the basis of race, religion, color, national origin, gender, age, marital status, veteran status, or disability status.