



Role Description
Design and Branding - Graphic Designer

Overview

Vertical	Communications Team
Number of openings	1
Role Level	Associate Level 2-3 years of relevant experience
Type	Full Time
Location	Based in New Delhi (<i>Non-Negotiable</i>).
Compensation	<i>Pay will match Indian non-profit norms and similar organizations, discussed in our last selection round.</i>
Desired Joining Date	ASAP; <i>Serious candidates are encouraged to apply right away</i>
Process to apply	Please fill out the Google form mentioned below https://forms.gle/16wbxCEm6uNX2JD6

We expect the following from you for this role:

All the below-mentioned tasks would be key to your role. The following requirements are not mentioned in order of priority.

- Translate Labhya’s program material into innovative design, resonating or connecting with the Labhya Foundation.
- Managing the design and uploading process of all material and understanding the best practices for using a content management system.
- Develop concepts and illustrations by hand or through softwares as and when required.
- Should be able to collaborate and brainstorm with multiple partners or clients to bring concepts into visual depictions. For example, preparing reflection journals, designing school books, logos, etc.
- Creating general and project-specific content for social media platforms as and when required.
- Advise best practices and optimizations throughout design projects and samples.
- Work with a wide range of media and graphic design software to meet the needs



- of the project at hand.
- Establish creative direction for the organisation within uniform brand guidelines and messaging.
 - Collaborate with team members to develop new approaches for creating more-expressive graphics and branding styles for the organisation.
 - Design documentation such as newsletters, quarterly reports, handbooks, magazines, brochures,
 - Design all organisational products such as T-shirts, badges, notebooks, pens, etc
 - Work extensively with the communications team for all digital and print design purposes.

Qualifications & Skills / Experience / Characteristics

- 2-3 years of Experience with another organisation in professional graphic designing or as an independent graphic artist.
- Working knowledge of the up to date design softwares like - Adobe Suite, Photoshop, InDesign, QuarkXPress, and Illustrator
- Possessing the intent to learn (desire to grow skill set), ability to work in a team while being respectful and inclusive towards others and their views.
- Attention to detail
- Portfolio of work with a wide range of creative projects



- Strong analytical skills
- Ability to manage time effectively.
- Knowledge of layouts, graphic fundamentals, typography, print, and web
- Experience with both print and digital media
- Excellent attention to detail and process orientation.
- Conscientiousness, discipline, rigor, and ability to take/give feedback
- Is excellent at maintaining relationships and is very systematic about tracking progress