

## JOB DESCRIPTION

# Graphic Designer

## About the role:

As a Graphic Design Associate for Cuddles Foundation, you will be responsible for designing and producing documentation to support the Fundraising process and other related activities.

Your primary responsibilities will be to develop graphics/document layouts for all communication within and outside the organisation. You will also support the teams in keeping formats on Canva ready for use in standard communications and review any designs made by internal teams before they are shared.

## Responsibilities:

- You'll ensure familiarity with customer demographics (internal and external - depending on the event/need) and develop an appropriate look and feel for all promotion and event-related collateral.
- You'll contribute to conceptual thinking for campaigns, events and digital marketing as part of the Comms team.
- You'll work under general supervision in collaboration with the Fundraising and Events teams;
- You'll develop graphics and provide document layout and formatting for presentations and other communication-related materials.
- You'll propose visual themes for the overall graphics assets required for specific events.
- You'll ensure that the production of documents is cost-effective and meets specifications and brand guidelines.
- You'll ensure that all graphic assets drive a consistent brand message and experience across materials such as social media, event collateral, certificates, visiting cards, presentations, various reports etc.

→ You'll embrace new platforms, tech/design/content developments and best practice approaches.

## Must-Haves:

- Graphic design certification + Graduate
- 5-7 years of experience
- Knowledge of layouts, graphic fundamentals, typography, print, and the web
- Proficiency in Adobe Illustrator, InDesign, Photoshop
- Knowledge of Google Slides, Canva, Mailchimp & Figma
- Candidates with prior agency experience will be given more preference

## Skills:

### **You are a creative artist.**

You can create works of art using various digital media and are comfortable with the same. You use this ability to think and solve for the needs of your customers (internal and external) and communicate the call to action effectively.

### **You visualise a brief effectively.**

You can accurately represent the ideas presented to you in a brief. You do so in a way that the reader knows very quickly what action to take after viewing your design.

### **You thrive in a collaborative space.**

You are excited about collaborating with others in your team. It doesn't matter who came up with the idea, as long as it's okay. You care more about the end goal than personal recognition.

## Location: Mumbai

This is a full-time role based in Mumbai.

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