

Job Description

Job Title	Graphic Designer - Communications Vertical
Job Type	Full - Time
Organization	Salaam Bombay Foundation
Scope of Work	To contribute with Graphic designing insights towards ideating Graphic designing projects, coordinate with stakeholders, while delivering high quality Design projects using Graphic design softwares, in order to meet expectations of the target audience
Job Responsibilities:	<p>Graphic Designing:</p> <ul style="list-style-type: none"> • Understand the need of the Target Audience prior to conceptualize the Graphic Design structure for projects • Understand communication needs & create Graphic designs using a Creative perspective to accurately meet target audience's expectations, keeping in mind the Graphic content to be communicated • Ideate on Graphic Designing campaigns, with reference to previous Marketing Communications campaigns, using Creative & Marketing perspectives, keeping the Target audience in mind • Work on Graphic Designing & Editing softwares such as PremierPro, CDR, Coreldraw etc to create Graphic designs • Create an accurate Content Layout & Graphic Design elements in a manner that captures the attention of the target audience • Execute small-scale Graphic Design based photo shoots for the target audience • Design logos (Curiosity, Fitness matters), standees, banners, invitations, certificates, Social Media posts using Graphic Designing softwares (Photoshop, Illustrator, Canva, Lightroom) to meet the target audience's requirements • Design brochures, books (KHANA module, Recepte books) to meet the target audience's requirements • Design of Merchandise for various SBF events for internal & external stakeholders • Support the Audio-Visual team members , while contributing to the design elements of an Audio-Visual production shoot <p>Audio-Visual Production:</p> <ul style="list-style-type: none"> • Coordinate with the vendor w.r.t hiring of equipments, required for various shoots and ensure the delivery of the same at the specified location, prior to the shoot • Organize & design the Photography shoots based on the understanding of the target audience using the Story Telling techniques under the Photography medium. Create a comfortable & friendly ambience for the beneficiaries so that they express themselves effectively during the shoot • Coordinate with SBF team members, on shoot location and direct the team <p>Production Administration:</p> <ul style="list-style-type: none"> • Coordinate & execute Graphic Design Administration for the Communications Vertical with specific end-to-end facilitation for all various projects • Create & maintain a repository of all the data related to the Communications vertical • Document all the work (past & present) systematically for current & future reference in the repository • Access data from the repository & utilize the same to contribute to ideas of any project • Coordinate with beneficiaries & their parents to obtain the Consent forms prior to shoots

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	<ul style="list-style-type: none"> • Create, maintain and manage the soft copies of the Consent forms systematically for current & future use • Interact with the Facilitators and obtain the data regarding the Impact Success stories of successful beneficiaries to publish the same <p>Stakeholder Management:</p> <ul style="list-style-type: none"> • Connect, coordinate and manage internal stakeholders for the purpose of Communications projects • Coordinate & Obtain data from internal or external stakeholders in the form of videos, photos etc for a shoot / documentary / brochure etc • Obtain a brief overview for the content from respective verticals, that is required to create the Artwork using Graphic designing softwares • Provide Design Support to other Vertical members for specific Project related work & manage their collaterals respectively, in accordance with color & brand guidelines (eg. SMF Bal Parishad, Skills - Dolphin Tank, Skills Training Programs) <p>Reports & Documentation:</p> <ul style="list-style-type: none"> • Observe and write down the Success stories for Social media & documentation purpose, prepare the report of the same and submit to the Manager - Communications • Coordinate with beneficiaries for photographs prior to documentation • Capture photographs, videos etc and maintain / record & document the data on the drive (online & offline) in an organized way • Prepare and submit Weekly/ Monthly/ Quarterly/ Half-yearly / Annual Reports, along with contributions for the Mid-year and Annual Presentations to be submitted to the Manager - Communications
<p>Qualification and Experience</p>	<p>Graduate in Marketing & Communications with an ability to handle pressure, having a calm & committed work approach to meet deadlines.</p> <p>Preferably having 2-3 years of relevant experience in Graphic designing & Academic Certifications from Institutes such as Chetnas, Rachnas Colleges and / or Edit / ZIMA Institutes would be an added advantage</p>
<p>Competencies</p>	<p>Team Management skills, Graphic Designing Technical skills (Softwares - PremierPro, CDR, CorelDraw etc), Analytical Thinking, Problem Solving ability, Good Verbal and Written Communication skills</p>
<p>Skills and Knowledge</p>	<p>Any previous relevant work experience working in a hard core Advertising Graphic Designing profile would be an added advantage</p>
<p>Reports to</p>	<p>General Manager - Communications</p>
<p>Compensation</p>	<p>As per Industry Standards</p>