

Scope of Work

Contractor prepares and submits timesheets, and any reports to supervisor. Contractor will be responsible for any revisions necessary.

Graphic Designer

- Possess advanced skill in Adobe Creative Suite: Illustrator, Photoshop, InDesign, Acrobat, and Premiere or equivalent software.
- Design all marketing collateral and select digital projects for the organization
- Work directly with Director of Communications to understand creative direction and business needs
- Understand the importance of branding – always keeping the brand at the forefront of design
- Ensure project needs are fulfilled from concept to completion
- Quickly gain a solid understanding of brand and style guidelines
- Ability to work on quick-turn projects effectively with a positive outlook
- Understand the nuances of humanitarian aid work and find visually compelling ways to communicate to target audiences
- Work with marketing team to clarify strategic objectives, revise creative and ensure accuracy of campaigns
- Proactively monitor what industry trends are to keep a competitive advantage
- Experience creating digital designs, including but not limited to web banners, emails, online advertising and other components for website needs – know what works for online channels vs. print
- Work within a library of images but also proactively gather and suggest images that meet creative needs
- Work closely with internal Marketing & Communications team, other internal stakeholders, external agencies, and vendors
- Produce the graphic design of ZF communications materials (both print and digital formats) including but not limited to newsletters, brochures, web pages, videos and public presentations.
- Strives to maintain a consistent visual image throughout all ZF communications materials and that all projects are of high-quality.
- Respond immediately to emergencies such as natural disasters and other potential crisis that requires ZF to act within 24 hours. Responses include design print materials, mass email to server list, and website updates including potential donation process changes.