

**Job Title:** Graphic Designer

**Reports to:** International Marketing Manager

**Hours:** Full-time (40 hours per week). Flexibility to occasionally work outside hours is required.

**Location:** London / Hybrid

**About the Organisation:**

At Al-Ayn, we are committed to ensuring that every orphaned child living in poverty has access to the tools and opportunities they need to overcome their difficult experiences. We believe that when a child fulfils their potential, their own future is transformed as well as the future of their families, their community, and society at large. In order to achieve that, we are led by our core values of transparency, dignity and empowerment.

**Key Responsibilities:**

- Support the development of Al-Ayn International's creative direction, working directly with the Marketing Manager, Lead Designer and other internal stakeholders.
- Use design skills to produce ideas and solutions for a variety of Al-Ayn commissioning teams to meet creative needs.
- Support the team to develop visual campaign concepts.
- Experience in layout design and typography.
- Organise branding assets so that they are easily available to everyone.
- Develop social media graphics, web design elements, online and offline publications, animations, and other visual components to support our visual narrative material.
- Provide branded collateral, presentations, and launch campaigns for fundraising teams.
- Develop a thorough understanding of Al-Ayn's audiences, channels, objectives, and design requirements.

| <b>Skills:</b>   | <b>Essential</b>                    | <b>Desirable</b>         |
|--|-------------------------------------|--------------------------|
| Experience as a graphic designer in a branding or advertising agency, or in a non-profit organisation.           | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Proven record of creating standout online and offline campaigns and other relevant design outputs.               | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Proven record of creating social media graphics, online publications, web design elements and printed materials. | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Excellent proficiency in Adobe Creative Cloud and the flexibility to work with other software as required.       | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Experience in overseeing the full design process, including working with varied internal stakeholders.           | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

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|---|-------------------------------------|--------------------------|
| Excellent eye for detail which can be maintained when working under pressure. | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Reporting skills  | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Excellent written, verbal, and presentation skills                            | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Strong working knowledge of Microsoft Office Programs                         | <input checked="" type="checkbox"/> | <input type="checkbox"/> |