



Greenpeace South Asia

Job description

Job title: Creative Multimedia Designer	Unit: Communication and Digital Media
Reports to: Team Lead Creative Design	Location: Colombo
Purpose of role:	
<ul style="list-style-type: none"><input type="checkbox"/> To create impactful multimedia products to help advance Greenpeace campaign and organizational goals.<input type="checkbox"/> To create designs to support projects, such as videos, logos, graphics, the use of fonts, info graphics, illustrations, banners and branding with a focus on digital and print media<input type="checkbox"/> To maintain an extensive network of professional relationships with external service providers, creative and marketing agencies, freelance designers, cartoonists, illustrators, photographers and feature journalists.	
Main duties:	
<ul style="list-style-type: none"><input type="checkbox"/> Development of creative strategies & plans for campaign projects<input type="checkbox"/> Develop campaign identity and style guides<input type="checkbox"/> Travel on field visits when required and convert communications in artistic visual formats<input type="checkbox"/> Show a strong knowledge of creative visual communication across different platforms.<input type="checkbox"/> Produce/edit visuals/graphics/videos in short turnaround time<input type="checkbox"/> Understand the web universe of Greenpeace's website and design web pages/petition pages within the limitations of platforms.<input type="checkbox"/> Develop a sufficient knowledge of Greenpeace's campaigns and have a strong understanding of Greenpeace positions on specific areas related to the campaigns as appropriate.<input type="checkbox"/> To be able to independently research, liaise with external researchers and use the findings to generate creative content and/or to brief creative agencies to pitch ideas for innovative campaign projects<input type="checkbox"/> Participate actively in the planning of a specific strand of creative campaign with the guidance and support of the line manager.<input type="checkbox"/> Would require to be part of projects as may the case be.<input type="checkbox"/> Determine the overall visual design of the campaign outputs, Greenpeace reports, offline collateral and materials and the dynamic visual design especially with reference to the website and social media channels.<input type="checkbox"/> Be responsible for checking and correcting all materials in line with creative protocols to ensure the quality of output according to Greenpeace identity and brand guidelines.<input type="checkbox"/> Ensure branding guidelines are followed with the aim to improve Greenpeace brand perception<input type="checkbox"/> Work with teams on creative concept building for marketing purposes. Sense of prioritising works accordingly and meeting deadlines<input type="checkbox"/> Design aesthetic communication collaterals like : Social media posts, Video edits, Annual reports, Newsletters , Mailers, Banners, Posters, Fliers, Badges, Bags and T-shirt designs, Tags, Internal magazine, Photo corrections, etc within agreed deadlines.<input type="checkbox"/> Illustrate and obtain approvals on concepts by designing rough layout of art and copy regarding design elements placements, size, type size and style, related aesthetic concepts etc.	



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- ☐ Ensure certifications and quality of raw materials (meeting various vendors within organic raw material markets); following organisational values and standards eg. usage of eco friendly/vegetable ink and recycled paper for print productions; organic cotton for t-shirts or banners etc
- ☐ Evaluate the expenses of the productions with different vendors, collecting quotations and creating a regular vendor database.
- ☐ Required to work in line with the processes and the operating guidelines of the organisation.

Decisions

- Sign off with inputs from manager, on visual content for assigned projects and print / digital outputs
- Ensure consistency and quality of content, design layout, formatting, images and graphics in compliance with the Greenpeace tone, identity and brand guidelines
- Finalising the layouts, templates, colour combination, photographs to be used, for an effective and appropriate visual appeal towards the target audience

Contacts

- Liaise with members of different teams in the Greenpeace network to generate creative content and ideas.
- Copy writer: Collaborate with internal and external copywriters, to ensure effective use of language in creatives
- Develop extensive relationships and liaise with external service providers, creative and marketing agencies, freelance designers, cartoonists, illustrators, photographers and feature journalists
- Vendors (Printers): To ensure quality control, and to keep to deadlines and budgets

Resources:

- Financial resources: To produce materials in the given budget
- Physical resources: Laptop

Knowledge and experience

- Knowledge and experience of using Design software like Photoshop, Illustrator, Premiere Pro(or any other video editing softwares), Lightroom, CorelDraw, Indesign. Fluent at hand done drawing/sketching used for building a concept visually.
- Experience in concept designs and visualisation
- Understanding of different paper/ cloth/ink and other materials and their impact on the design work

Organisation Skills

- ☐ Planning and organising
- ☐ Prioritizing tasks given based on timelines and effort needed.
- ☐ On time delivery of work.



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- ☐ Quick turnaround time
- ☐ Help the unit head in managing work done by the communications team.
- ☐ Initiate and manage projects taken up by the communications team.
- ☐ The candidate will need to both prepare briefs for external agencies and also to conceptualise creatives or designs based on their own brief in house - organising brain storms and idea generation processes as appropriate

- ☐ **Analysis of**
 1. Target audience
 2. Awareness of creatives and styles that work and don't work
 3. Background and clarity of the matter and the message to be highlighted.
 4. Limitations and parameters in case such as colour limitations, materials limitations, website layout, inks used etc.
 5. Right choice of vendors for the right purpose

- ☐ **Initiative and innovation:** The nature of design work is such that innovation is a constant factor

- ☐ **Working with others:**
 1. Have to work with the global Greenpeace media library team to organise and provide images and footage with detailed information, and with people who give the design brief
 2. Have to constantly work with copywriter and adapt the designs accordingly
 3. Will need to work with unit heads of different teams.
 4. Help internal teams in conceptualising and building upon a set creative idea.
 5. Be at the most willing to coordinate/ cooperate with external designers in case there is any situation.

Environmental demands: NA

Physical demands: Long hours at the computer

Mental demands: Ability to work in tight deadlines, and juggle multiple design demands simultaneously

Emotional demands: Ability to balance own creativity with creative ideas from others

Other essential requirements