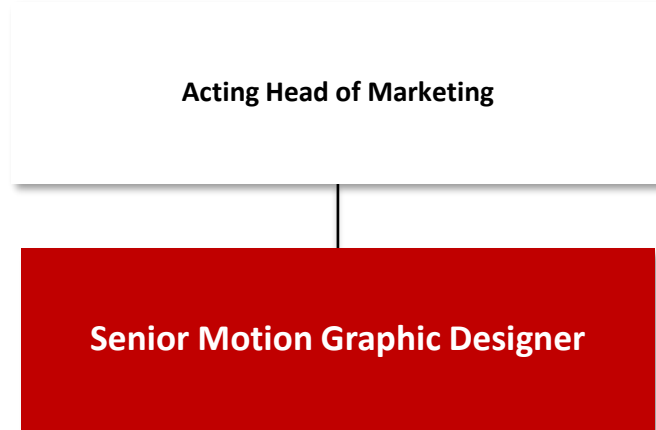


Senior Motion Graphic Designer

Reporting Lines



Department	Marketing	Reporting to	Acting Head of Marketing
Salary Range	£32,000 to £36,000 per year	Version	SMGD-JD-V1-10-24
Team	Team is 4 people initially, but may grow. This position has 0 Subordinates.	Working hours	Full time: 37.5 Hours per week

Main Job Purpose

Action For Humanity (AFH) is a charity that aims to provide aid and assistance to people affected by natural and man-made disasters. Our vision is a world of crises-resilient communities. Our mission is to mobilise and respond to emergencies and critical needs through humanitarian, development and peace-building action, helping affected communities survive, recover and build a better future.

We are looking for an experienced and passionate Senior Motion Designer to join our creative team. In this role, you will be responsible for leading the creation of high-quality motion and animated content, working closely with the Campaigns and Communications teams to ensure the effective delivery of our message across multiple platforms. Your work will play a vital role in shaping our brand identity and supporting our campaigns that inspire action for humanitarian causes worldwide.

Responsibilities

The Senior Motion Graphic Designer is accountable to fulfil their roles and responsibilities in line with AFH's strategy, code of conduct, values, and principles and to report to their line manager regularly on the basis of annually defined KPIs.

Key Responsibilities include:

Design & Development:

- Design and produce high-quality motion graphics, animations, and visual content for social media, video campaigns, and digital channels.
- Design visuals for all campaigns and, including emergency, seasonal, and thematic campaigns, and other projects.
- Create engaging animated content, including explainer videos, kinetic typography, and visual effects, to enhance storytelling.
- Work on website animations and motion assets to enhance the user experience and drive engagement.
- Develop innovative design concepts that align with brand guidelines and amplify campaign messages.

Brand & Creative Direction & Strategy:

- Maintain and evolve the visual identity of Action for Humanity, ensuring consistency across all touchpoints.
- Provide creative direction to ensure the brand stands out in a competitive sector and resonates with our audiences.
- Ensure consistency in visual tone, style, and quality across all projects while maintaining brand guidelines.
- Adapt existing designs into animated formats for different media and channels, including web and social media.
- Work with the Marketing, Comms and Advocacy leads to develop and inform relevant aspects of the Marketing strategy.

Team Collaboration & Leadership:

- Work closely with all internal colleagues and teams, particularly the Campaigns, Video, Communications, and Advocacy professionals/teams to conceptualize and execute campaign ideas.
- Collaborate with the Marketing, Comms, and Advocacy leads, and other stakeholders, to develop compelling motion designs that align with the organization's brand and messaging.

- Mentor junior designers and provide guidance on animation techniques and best practices.
- Offer guidance to all stakeholders on visual storytelling and strategic visual communication.
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Project Management:

- Manage multiple projects simultaneously with varying deadlines, from concept to completion, maintaining a high level of attention to detail.
- Collaborate with external partners, such as media agencies, to deliver high-quality design outputs.

Other

- Stay up-to-date with animation trends, as well as industry best practices, to continuously bring fresh ideas to the team.
- Any other reasonable tasks as assigned by line manager

Our Values

Believe in the cause

We believe in changing a situation from negative to lasting positive; helping those in need; saving and transforming lives for the better is what drives us.

Work together

Teamwork is the backbone of our work's success.

Give with grit

Being a "gritty" person means perseverance and passion for long-term goals; hence, freely giving with courage, conscientiousness, and resilience; acting with optimism, confidence, and creativity as you strive for excellence.

Make life better

Ultimately, our work is to make life, in its holistic sense, better for everyone, and everything, including the environment.

Work Environment

- 95% indoors / office based
- 5% outdoors / travel / events / work trips etc.

Job Requirements

<p>Education</p>	<ul style="list-style-type: none"> ○ Bachelor’s in a related field such as Marketing,, Media, Graphic Design, Visual Arts, etc) and/or CIM level 5 or relevant experience ○ Evidence of continuous professional development
<p>Experience</p>	<ul style="list-style-type: none"> ○ Track record of success in a similar role such as Motion Designer or Animator, ideally in the charity or not-for-profit sector ○ Strong portfolio demonstrating expertise in motion design, animations and visual content for digital media ○ Experience creating animations, explainer videos, kinetic typography, and motion graphics for social media and campaign purposes. ○ Experience with 3D animation software (e.g., Cinema 4D) (Desirable) ○ Familiarity with UI/UX design principles (Desirable)
<p>Skills</p>	<ul style="list-style-type: none"> ○ Strong understanding of animation principles, typography, color theory, and layout design. ○ Ability to transform complex information into visually compelling content. ○ Strong attention to detail ○ Excellent time management skills ○ Excellent communication skills and the ability to work effectively in a collaborative team environment. ○ Self-motivated, able to work independently, and meet deadlines. ○ Passion for humanitarian causes and empathy for those in crisis.
<p>Languages</p>	<ul style="list-style-type: none"> ○ Strong written and spoken English (Essential) ○ Strong written and spoken Arabic, Urdu, or French (Desirable)