ACTION FOR HUMANITY

Senior Graphic Designer

Reporting Lines

Acting Head of Marketing

Senior Graphic Designer
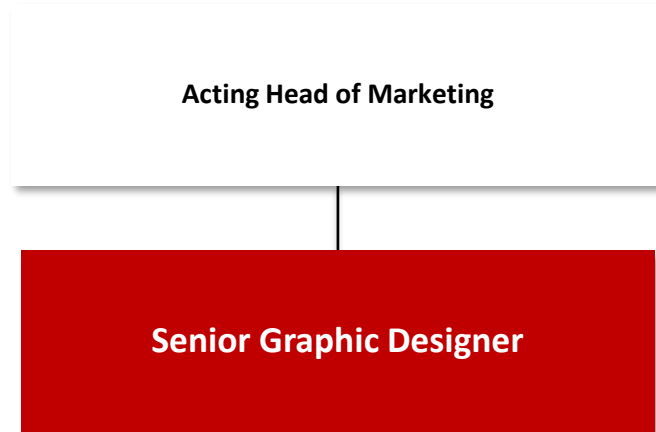
Department	Marketing	**Reporting to**	International Content Manager
Salary Range	£32-36k	**Version**	SGD-JD-V1-10-24
Team	Team is 4 people initially, but may grow. This position has 0 Subordinates.	**Working hours**	Full time: 37.5 Hours per week

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 a passionate Senior Graphic Designer who will play a pivotal role in creating impactful visual assets that inspire action and raise awareness for our humanitarian and development initiatives. You will lead the design process for campaigns, collaborate with cross-functional teams, and ensure the integrity of Action for Humanity's visual identity across all channels. This role demands creativity, strategic thinking, and the ability to work in a fast-paced environment.

Responsibilities

The Senior 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:

1. **Design & Development:**

   o Lead the creation of compelling visual content, including print, digital, and social media materials.

   o Design visuals for all campaigns and, including emergency, seasonal, and thematic campaigns, and other projects.

   o Develop innovative design concepts that align with brand guidelines and amplify campaign messages.

   o Create new style guides and templates for various reports, documentation, challenges and fundraising events.

2. **Brand & Creative Direction & Strategy:**

   o Maintain and evolve the visual identity of Action for Humanity, ensuring consistency across all touchpoints.

   o Provide creative direction to ensure the brand stands out in a competitive sector and resonates with our audiences.

   o Work with the Marketing, Comms and Advocacy leads to develop and inform relevant aspects of the Marketing strategy.

3. **Team Collaboration & Leadership:**

   o Work closely with all internal colleagues and teams, particularly the Campaigns, Video, Communications, and Advocacy professionals/teams to conceptualize and execute campaign ideas.

   o Mentor junior designers and support the broader creative team to maintain high-quality design standards.

   o Offer guidance to all stakeholders on visual storytelling and strategic visual communication.

4. **Project Management:**

   o Manage multiple design projects simultaneously, from concept to completion, while meeting tight deadlines.

   o Collaborate with external partners, such as printers or media agencies, to deliver high-quality design outputs.

5. **Other**
   o 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

Education	● Bachelor's in a related field such as Marketing,, Media, Graphic Design, Visual Arts, etc) and/or CIM level 5 or relevant experience (Essential) ● Evidence of continuous professional development
Experience	● Track record of success in a similar role, ideally in the charity or not-for-profit sector ● Substantial prior experience of graphic design
Skills & Attributes	**Skills:** ● Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign). ● Strong portfolio demonstrating creative excellence in print and digital design. ● Solid understanding of design principles, typography, and colour theory. ● Ability to transform complex information into visually compelling content. **Attributes:** ● Passion for humanitarian causes and empathy for those in crisis. ● Strong attention to detail, with excellent time management skills. ● Ability to work independently and collaboratively within a team environment.
Languages	● Strong written and spoken English (Essential) ● Strong written and spoken Arabic, Urdu, or French (Desirable)