

Job Framework

Graphic Designer

The Graphic Designer purpose is to create engaging, attractive and innovative content designs for online platforms following Marie Stopes International Cambodia (MSIC) brand identity. Designs shall be tailored to the specific target audience identified. The role will seek to garner more interest from audience online to MSIC social media and online channels. From concept through execution, he/she will improve our user experience by bringing our brand to life and keeping it consistent across all our various channels. He/she will also design materials and content needed for overall marketing and communications use.

This position is a part-time position with flexible working hours. The Graphic Designer is expected to report to the Support Office once a month.

Job Title:	Location:	Reporting to:	Probationary Period:
Graphic Designer	Phnom Penh (Work from home with occasional visit to Support Office)	Marketing Manager	N/A

Marie Stopes International is a global organisation providing personalised contraception and safe abortion services to women and girls. Our local teams of professionals are passionate about the work they do in communities across 37 countries. The services they provide give a woman the power to choose when she has children so that she's free pursue her plans and dreams for herself and her family. Marie Stopes International Cambodia (Marie Stopes) was established in 1998 and operates seven reproductive health clinics, a network of community based MS Ladies, and provides technical support to numerous public and private partners. In 2019, Marie Stopes provided services to over 70,000 women and men in Cambodia. The primary responsibility of this role is to further **Marie Stopes' Vision: A world in which every birth is wanted** and its **Mission** of ensuring the individual's right to: **Children by choice, not chance.**

It is a role requirement that the job holder must fully comply with, promote and live **Marie Stopes' Core Values:**

Mission Driven	Client Centred	Accountable	Courageous
----------------	----------------	-------------	------------

Key Responsibilities	Measures
<p>Create engaging, attractive and innovative designs</p> <ul style="list-style-type: none"> Collaborate with marketing and communications team support content marketing for social media, website and other channels Help bring new ideas for design and content creation to the team using your expertise and eye for great design Scope and create templates for our marketing team to be more efficient in some of their posting on social media, website, email, and other channels. Create image/carousels/GIF posts for online platforms. Create thumbnails for videos. Observe online trends. Create monthly workplan Create fixed 12 graphic designs (in the format of static posts, carousel, photo slideshow, photo album) per month Design occasional posters, announcement, signage, and other materials as needed 	<ul style="list-style-type: none"> Execute content workplan Deliver designs on time and communicate in a timely manner Workplan submitted on time Templates developed for Marketing use Designs developed in line with MSIC brand guidelines

Skills and Experience

Qualifications:
<ul style="list-style-type: none"> Bachelor's degree or college experience is preferred but not necessary Ability to use Adobe Premiere, Photoshop, Corel Draw, Illustrator, and other design applications

Job Framework

Graphic Designer

Key Responsibilities	Measures
----------------------	----------

Experience:
<ul style="list-style-type: none"> • Experience in content designing • Basic understanding of video editing • Basic understanding of social media and the tools • Understanding of sexual reproductive health and safe abortion

Skills:	Attitude / Motivation:
<ul style="list-style-type: none"> • Be creative and have a good visual sense • Effective communication through active listening and good questioning techniques, ensuring information is clear and concise. • Confident in facilitating online discussions on safe abortion and other sensitive topics among women and men, including youth and people with disabilities • Know how to attract audience with designs • Understand what online audience are interested in and the current trends 	<ul style="list-style-type: none"> • Strong supporter of sexual reproductive health rights for all men/women, including abortion services • Results focused - goes above and beyond • Self motivational /Self Starter • Team Player • Driven and determined to deliver results • Thinking ahead and taking action to make the most opportunities by finding optimal solution