

## **Graphics & Visual Designer**

### **Job Summary:**

The Graphics and Visual designer would plan & execute the design, and create out-of-the-box ideas for different requirements. This is a creative role that supports the Communications department in executing the organization-wide communication goals.

He/She will be responsible for creating aesthetically pleasing images that accompany written text. Regular duties include meetings with program teams to establish their needs, using design software to complete projects, and revising projects based on the program's feedback.

### **Experience / Education:**

- Bachelors in Media Sciences or Diploma in Graphics Designing or Equivalent
- 3+ years of working experience in a Design related capacity.
- Should have a strong portfolio, depicting proven experience.
- Must have hands-on experience in handling DSLR cameras for videography & photography.

### **Software Expertise**

- Adobe Suite (including Photoshop, Illustrator, Lightroom, Indesign)
- Affinity Suite (including Design, Publisher, Photo)
- MS Office, Typography Softwares such as inpage.

### **Attitude:**

- Outstanding aesthetic skills.
- Having high attention to detail
- Have solid Time-management skills & is deadline-oriented
- Handles rejection & keen to bringing-in innovation to content development.
- Stays calm under pressure, & be able to work in a fast-paced environment.
- Stays updated with the latest industry trends.
- Takes responsibilities, & meets deadlines.
- Proven experience managing multiple projects with the ability to deliver within tight deadlines;
- Ability to work well in a team.
- Demonstrated flexibility, motivation, and maturity

### **Roles & Responsibilities:**

- Produce content & design the following, using optimal dimensions for print & digital media:

- Information, Education, and Communication (IEC) Materials – using illustrations Training manuals & posters
- Branding items for events – such as Banners, Backdrops, Standees, Certificates, Momentos/Sheilds, and the like.
- Stationery – Such as Table Calendars, Letterheads, Visiting & ID cards, and the like.
- Print mediums - such as Reports, Boards, Brochures, Flyers, Reports, Newsletters, Greeting cards, and the like.
- User interfaces for digital mediums – such as Website, & mobile application interfaces.
- Visually attractive Presentations & Organizational Profile(s).
- Social media Creatives - on a daily basis.
- Determining size and arrangement of illustrative material and copy, and font style and size.
- Preparing rough drafts of material based on a provided brief.
- Reviewing final layouts and suggesting improvements if required.
- Perform retouching and manipulation of images.
- Maintenance of Images/Videos in the Image Bank.
- Perform any other related tasks assigned.

**EEO Statement:**

Integrated into our shared values is CWP’s commitment to diversity and equal employment opportunity. All qualified applicants will receive consideration for employment regardless of sex, age, race, color, creed, religion, disability, sexual orientation, gender identity, or any other characteristics or conduct protected by law. CWP is committed to being an inclusive organization where all people are treated fairly, recognized for their individuality, promoted based on performance and encourage to strive to reach their full potential. We believe in understanding and respecting differences among all people. Every individual at CWP has an ongoing responsibility to respect and support a diverse environment.

**APPLICATION PROCESS**

Interested candidates are invited to send their CVs to [hr@cwpc.org.pk](mailto:hr@cwpc.org.pk) by **3rd March 2026**. Only shortlisted candidates will be contacted for a test and interview. The organization reserves the right to accept or reject any or all applications.

For more information, visit [www.lao.org.pk](http://www.lao.org.pk).