

JOB DESCRIPTION

Position:	Consultant (Communication & Graphic Designer)	Program:	Livelihoods
Location:	NOIDA/Gurugram	Reporting Relationship:	Head-Strategic Initiatives
Nature of Employment:	Consultancy for 11 months	Number of Positions:	One

ORGANIZATION'S BACKGROUND:

The American India Foundation (AIF) is committed to improving the lives of India's underprivileged, with a special focus on women, children, and youth. AIF does this through high impact interventions in education, health, and livelihoods because poverty is multidimensional. AIF's unique value proposition is its broad engagement between communities, civil society, and expertise thereby building a lasting bridge between the United States and India.

Working closely with local communities, AIF develops and tests innovative solutions in partnership with NGOs and Governments to create and scale sustainable impact. Founded in 2001, at the initiative of President Bill Clinton following a suggestion from Indian Prime Minister Vajpayee, AIF has impacted the lives of 12.9 million of India's poor since then. With offices in New York, California and Delhi NCR, twelve chapters across the U.S., AIF is transforming lives across 35 States and Union Territories of India while addressing issues in the field of education, health, livelihoods, and nurturing the next generation of leaders committed to impactful change. Learn more at www.aif.org

ABOUT LIVELIHOODS PROGRAM:

AIF's Livelihoods program envisions a world where poor and vulnerable communities have access to dignified work opportunities, empowering them with sustainable livelihoods. Since 2006, our Livelihoods program has, directly and indirectly, reached more than 1.4 million beneficiaries. To enable a razor-sharp focus on the country's livelihood issues, AIF has also initiated the Market Aligned Skills Foundation (MASF), a Section-8 company envisioned as a social start-up. Closely aligned to the Global Sustainable Development Goals, the program's 'Vision 2030' focuses on seven "Pathways to Impact" with the goal of creating two million livelihoods and overall reaching out to ten million lives.

PATHWAYS TO IMPACT

1. MAST 2.0: Provide Market Aligned Skills Training and Employment as per need of the geography
2. ABLE 2.0: Create Career Pathways for Persons with Disabilities
3. Entreprenara: Create Sustainable Income for Street Vendors
4. Engage to Empower: Create Aspirational Career Pathways for Youth and Women
5. Harit Jeevika: Create Sustainable Green Livelihoods
6. Aatmnirbhar: Create Sustainable Rural Livelihoods for Migrant Families or Women
7. Grameen Jobs: Create remote/multi skills jobs for rural youth within their local areas.

Role Overview:

A Consultant in a role of Graphic & Communication Designer is responsible for creating visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, or captivate consumers. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports. They work with a variety of mediums, including print, digital, and video. They are responsible for creating designs that are visually appealing and effectively communicate the desired message. In addition, they will also be responsible for creating presentations, social media graphics, and web design. They are also responsible for collaborating with other teams such as marketing, sales, and product development to understand the requirements of the project and come up with the most effective design solutions.

KEY RESPONSIBILITIES:

1. Conceptualize and design visual solutions for programs/projects.
2. Collaborate with projects and team members to gather information about project needs and objectives.
3. Create designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts.
4. Select colors, images, text style, and layout as per brand guidelines and the organization's visual brand identity guidelines.
5. Present final designs to senior management and make revisions as needed.
6. Stay up to date with industry developments and tools.
7. Determine the size and arrangement of illustrative material and copy and select the style and size of the type.
8. Use computer software to create electronic versions of designs.
9. Be able to work under tight deadlines.

DESIRED SKILLS :

1. Proven graphic designing experience.
2. A strong portfolio of illustrations or other graphics
3. Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver, and Photoshop)
4. A keen eye for aesthetics and details
5. Ability to work methodically and meet deadlines.
6. A degree in graphic design or a relevant field is a plus.

DESIRED QUALIFICATIONS & EXPERIENCE:

1. Graduate with at least 2-5 experience in creative designing in social sector.
2. Proven graphic designing experience.
3. A strong portfolio of illustrations or other graphics
4. Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver, and Photoshop)
5. A keen eye for aesthetics and details
6. Ability to work methodically and meet deadlines.
7. A degree in graphic design or a relevant field is a plus.
8. Excellent team worker and interpersonal skills
9. Experience working in deadline-driven environment with multiple projects.

Other: Monthly consultancy shall be commensurate with experience.

Position Availability: Immediately

HOW TO APPLY: To apply for this position, send your CV and covering letter describing how you meet the specifications for this role and what you bring to it to career.livelihoods@aif.org with subject line **“Consultant (Communication & Graphic Designer) - Livelihoods”**.

Only applications of short-listed candidates will be acknowledged.