



## JOB DESCRIPTION

<b>Position Title:</b>	Graphic Artist	<b>Reports To:</b> Fund Generation Director
<b>Department:</b> Fund Generation	<b>Supervises:</b>	
<b>Purpose Statement</b>		
<p>Produces visual solutions to the communication &amp; fund raising needs of Philippine Red Cross (PRC) specifically to the Fund Generation Office, using a mix of creative skills &amp; commercial awareness.</p> <p>By providing quality visuals, it is hoped the profit margins of PRC will increase as potential donors become more informed or persuaded by the graphics.</p>		
<b>Key Result Area:</b>	<b>Duties and Responsibilities:</b>	
<b>Service Delivery</b>	<ul style="list-style-type: none"> <li>• Solely for Fund Generation and all its units utilization (Membership and Fund Drive, Corporate Partnership, Individual Giving and Special Events) which includes the production of marketing materials such as               <ul style="list-style-type: none"> <li>✓ Tarpaulins</li> <li>✓ Backdrops</li> <li>✓ Billboard ads</li> <li>✓ Print ads</li> <li>✓ Posters</li> <li>✓ Brochures</li> <li>✓ Flyers</li> <li>✓ Business cards</li> <li>✓ Email blast</li> <li>✓ Web content</li> <li>✓ Fundraising collaterals for the Red Cross store (shirts, vests, flash drives, whistle, umbrellas, etc.)</li> <li>✓ Presentations and other creative marketing materials.</li> </ul> </li> <li>• Coverage &amp; editing videos and photos to various formats</li> <li>• Produce finished design works and present final designs based on requirements</li> </ul>	
<b>Monitoring / Analysis</b>	<ul style="list-style-type: none"> <li>• Proactively in performance reviews as a process, to receive constructive feedback and to contribute ideas to achieve goals and standards</li> <li>• Assist to maintain and update database</li> </ul>	
<b>JOB SPECIFICATIONS</b>		
<b>Qualifications/Minimum Education:</b> Bachelor's Degree / College Graduate		
<b>Personal Qualities and Skills:</b>	<b>Work Experience:</b>	
<ul style="list-style-type: none"> <li>• Capability to develop strong relationships and work effectively</li> <li>• Able to prioritized and work independently to strict deadlines.</li> <li>• Ability to manage multiple tasks, take responsibility and work under pressure.</li> <li>• Collaborates with team members to achieve shared outcomes</li> <li>• Deliver a solution based approach</li> </ul>	<ul style="list-style-type: none"> <li>• Minimum of 2 year work experience</li> <li>• Knowledge of computer – generated graphics programs</li> <li>• Knowledge &amp; skills in graphic design and layout</li> <li>• Knowledge of printing procedures &amp; requirements</li> <li>• Knowledge of photography &amp; photo processing techniques</li> <li>• Skills in both verbal &amp; written</li> </ul>	