



JOB DESCRIPTION

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

<ul style="list-style-type: none"> Flexibility and a willingness to contribute outside standard office hours 	<ul style="list-style-type: none"> communications Skills in the utilization of specified computerized graphic design programs
Equipment Used: Desktop, Laptop, Projector, scanner, printer, telephone	Working Environment: Fund Generation Department
Key Contacts: PRC NHQ Internal Departments & Employees, PRC Chapters & Employees, PRC Volunteers, Community Groups, International Partners	
Core Values: Focused, Fast, Friendly, Flexible, and Forward Looking	
All staff shall agree to abide by the philosophy and principles of the Philippines Red Cross, in particular the 7 fundamental principles: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, and Universality.	

Position Holder

Immediate Supervisor's Name

Seung Eun (Vanessa) Lee - Calixto

Signature over Printed Name and Date

Signature over Printed Name and Date