

JOB DESCRIPTION

Graphic Designer

About the role:

As a Graphic Design Associate for Cuddles Foundation, you will be responsible for designing and producing visual assets to support fundraising efforts, marketing initiatives, and other related activities.

Your primary responsibilities will include developing graphics, layouts, and video content for internal and external communications, ensuring brand consistency across platforms. You will also support teams by maintaining ready-to-use design templates on Canva and reviewing internal designs before they are shared.

Responsibilities:

- Understand target audiences (internal and external) and develop visually compelling designs for marketing campaigns, events, and fundraising initiatives.
- Contribute to conceptual thinking for campaigns, events, and digital marketing as part of the marketing team.
- Collaborate with the Fundraising and Events teams to develop graphics, document layouts, presentations, and video content.
- Design and edit videos for promotional content, event highlights, and social media storytelling.
- Maintain and organize design templates on Canva, ensuring consistency and efficiency in internal communications.
- Review and refine graphic assets created by internal teams to align with brand guidelines and messaging.
- Develop graphics and video content for various materials, including social media, event collateral, certificates, visiting cards, presentations, and reports.
- Stay updated with design trends, emerging tools, and best practices in digital and print media.

Must-Haves:

- Graphic Design certification + Graduate
- 5-7 years of experience in graphic design
- Proficiency in Adobe Illustrator, InDesign, Photoshop
- Experience in video editing (Premiere Pro, After Effects, or similar software)
- Knowledge of Google Slides, Canva, Mailchimp, Figma
- Prior agency experience preferred

Skills:

You are a creative artist.

You can create works of art using various digital media and are comfortable with the same. You use this ability to think and solve for the needs of your customers (internal and external) and communicate the call to action effectively.

You visualise a brief effectively.

You can accurately represent the ideas presented to you in a brief. You do so in a way that the reader knows very quickly what action to take after viewing your design.

You thrive in a collaborative space.

You are excited about collaborating with others in your team. It doesn't matter who came up with the idea, as long as it's okay. You care more about the end goal than personal recognition.

Location: Mumbai

This is a full-time role based in Mumbai.

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