

## Terms of Reference

- a) **Position Title:** Media Assistant
- b) **No of Position(s):** One (01)
- c) **Duration:** 06 months
- d) **Location:** Islamabad (occasional visits to field)
- e) **Reports to:** Deputy Manager Media & Communications, NDRMF

### Background:

The National Disaster Risk Management Fund (NDRMF), a government-owned, not-for-profit company registered under Section 42 of the Companies Ordinance 1984, operates as a non-banking financial intermediary. It aims to reduce Pakistan's socio-economic and fiscal vulnerability to natural hazards by financing disaster risk reduction and preparedness initiatives, considering climate change and disaster impacts. Under its Disaster Risk Financing portfolio, NDRMF is developing Pakistan's first Disaster Risk Financing Strategy to enhance fiscal resilience.

The Media wing drives NDRMF's communication, advertising, and content creation efforts, focusing on enhancing brand visibility and audience engagement. The Graphic Designer will create compelling visual designs for web, digital, and print media to support these goals.

### Scope of Work:

To assist the Deputy Manager Media in creating high-quality graphic designs for web development, digital media, and print materials, utilizing Adobe tools and focusing on UI/UX design principles.

### Detailed Tasks:

- The position holder will be responsible for designing and coordinating graphic design activities under the guidance and direction of the department head (Deputy Manager Media & Communications) to ensure effective implementation of the communication strategy through visually appealing and user-friendly designs.
- Design and develop visually engaging graphics for web content, social media platforms (Facebook, Twitter, etc.), and digital campaigns, ensuring alignment with NDRMF's brand identity.
- Create wireframes, prototypes, and user interfaces for web and mobile platforms, focusing on intuitive UI/UX design to enhance user engagement.
- Utilize Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, etc.) to produce high-quality promotional materials, including brochures, banners, newsletters, and presentations.
- Support the preparation of visual content for publications such as annual reports, newsletters, and presentations, ensuring professional and cohesive design.
- Manage the creation and selection of high-quality photography and videography, editing visuals as needed for print, electronic, and digital communications.
- Coordinate with the Media team to produce graphics for press releases, blog posts, and social media content, optimizing for various platforms.
- Assist in the conceptualization and execution of promotional materials, ensuring adherence to brand guidelines and visual standards.
- Support the management of NDRMF's social media presence by creating visually appealing posts and stories that drive audience engagement.
- Conduct media monitoring and provide visual analysis reports, incorporating infographics and data visualizations where applicable.

**Qualification and Experience:**

- Minimum 16 years of education in a relevant field (e.g. social sciences/Mass Communication/Journalism from a recognized institute). Fresh Graduates are strongly encouraged to apply with the required skillsets.
- Demonstrated experience of 2 to 3 years working with Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Premiere Pro, etc.) and other graphic design tools.
- Strong knowledge of UI/UX design principles, including wireframing, prototyping, and user-centered design methodologies.
- Proven ability to create visually compelling designs for digital and print media, with a portfolio showcasing relevant work.
- Demonstrated interest and abilities in social media content creation, campaign development, and brand management.
- Experience in editing high-quality photographs and videos for various communication purposes.
- Excellent written and verbal communication skills in English/Urdu for collaboration and documentation purposes.
- Creative thinking, problem-solving skills, and attention to detail in delivering user-friendly and visually appealing designs.
- Experience in conducting fieldwork or collaborating with external agencies for design projects is preferred.
- Familiarity with data visualization tools (e.g., Tableau, Canva) for creating infographics is an advantage.