



## Nurturing future Changemakers & Innovators

### Graphic Designer

**About Us:** **Karmyo Foundation** is an education Organisation based in Pune on a mission to nurture future changemakers & innovators. We run entrepreneurship based life skills program for secondary school students. Our well-researched and proven framework and curriculum has been implemented in several schools. Through the experience they develop critical life-skills such as creativity, problem-solving, decision making, communication, collaboration and so on. Hundreds of students have undergone this program and the learning outcomes have been very positive.

**About the Role:** Graphic Designer will collaborate with strategy and teams spread geographically, for design and development of the visual assets of the organisation to meet the program and marketing objectives. The designer will integrate the latest innovations and best practices in communication field to continually improve campaign effectiveness. The core task is to craft marketing communication campaigns to target existing markets and shape new ones.

The responsibilities include but are not limited to:

- Develop a deep understanding of the organisation, its mission, programs, and target audiences/markets
- Research, crafting and executing conceptual designs conceptual artwork, visual assets across media, based on requirements and partnerships and representative of the brand
- Execute campaigns with a 360 approach by integration of all touch points like PR, digital, marketing channels which include web, social media, events, email campaigns, and other activations
- Provide technical advice and guidance, and serves as liaison with production personnel, publishers, clients, and/or printing representatives on design and technical graphics issues
- Produce creative assets including graphics, templates, and layouts and visual standards for marketing activities across multiple channels

**Ideal Candidate:** We are looking for a passionate individual, self-driven with excellent interpersonal skills.

**Selection Process:** A short shortlisting interview, followed by an assignment. The last round will be an interview with the founder.

**Application Process:** Please send in your resume with the statement of interest at [deepika@karmyo.com](mailto:deepika@karmyo.com).

