

## ROLE DESCRIPTION

**Role Title:** Graphic Designer

**Location:** Variable

**Responsible to:** Our Seas Our Future Charitable Trust

**Functional relationships with:** OSOF Coordinators, Project Teams

**Role type:** Volunteer/Leadership

**Time requirements:** Variable ongoing (up to 10 hours per week)

**Purpose Statement:** To design and create a range of graphic design material for print and digital media across our brands ‘More Marine Reserves’, ‘Sustainable Seafood Now’, ‘Plastic Free New Zealand’, and ‘Climate Action Now’.

## PERSON SPECIFICATION

**Qualifications:** Qualification/s and/or experience in non-profit marketing campaigns, and/or a willingness to grow their skills across meaningful projects.

**Experience:** Interest in New Zealand environmental conservation issues and environment, and creating compelling campaigns across digital media in design programs such as Adobe Illustrator and Photoshop.

### **Skills, Knowledge, Abilities, Personal Attributes, Behaviours, Competencies:**

- A passion for ocean and environmental conservation.
- The ability to work in a professional manner and prioritise workflows.
- Able to use initiative and to work both independently and as part of a team in a remote setting.
- Enjoy interacting with a diverse range of people.
- Excellent communication and time management skills.
- Strong sense of design and creativity, social media savvy.
- Competent in Adobe Creative Cloud (Illustrator, Photoshop, InDesign) with the ability to create compelling environmental impact campaigns for web and social media, and print.

## **Key Accountabilities:**

2. **Create design material for OSOF campaigns**
  - Develop professional relationships with external contacts on behalf of OSOF to expand the OSOF network and resource base.
  
3. **Represent OSOF in a professional manner**
  - Advocate for coastal and marine environmental awareness to a range of audiences on social media platforms, in line with OSOF objectives.
  - Creation of print and digital material brands such as posters, letterheads, social media visuals, videos, and related formats.
  
4. **Contribute to forward planning of OSOF campaigns and projects**
  - Contribute and assist in developing ideas for future projects and implementing them on a regional or national level.