



JOB DESCRIPTION

Visual Designer

ROLE SPECIFICS

Reports to	Creative Services Manager
Team	Brand & Communications
Location	Remote/Hybrid
FTE	1.0
Capability level	Foundational
Direct reports	0

ROLE SUMMARY

The Visual Designer is a key creative role that combines outstanding graphic design, visual and multimedia design skills, with a strong understanding of storytelling, community building and a passion for driving positive social change.

This role requires the ability to quickly and effectively layout beautiful, engaging and accessible documents and communications products – from reports and research papers, to infographics and data visualisation, to eDMs and marketing assets – for a range of diverse audiences. Importantly, the Visual Designer is able to translate complex information into clear, accessible and engaging communications products, always applying intersectional feminist lens to their work. They love to stay up to date with the latest design trends, and are confident creating content for a range of diverse needs.

This role reports to the Creative Services Manager and works closely and collaboratively with the Communications Team, to ensure all communications and brand outputs, are engaging, evidence-based, accessible, inclusive and impactful.

ABOUT EQI

The Equality Institute (EQI) is a global feminist agency working to end violence against women and girls.

We are values-driven and underpinned by feminist principles in the ways we work and how we conduct ourselves. We actively apply an understanding of intersectionality in our work and are committed to having diversity reflected in our workplace.

VALUES

Strive for Equality

Stay Curious

Be Courageous

Find the joy

AREAS OF ACCOUNTABILITY

1: Design and Communications (50%)

- Conceptualise strategic and creative approaches to the design and delivery of client and community-led communications outputs, and EQI branded products and projects
- Design and layout digital and print communications products for client and/or community-led projects, including but not limited to, reports, evidence summaries/briefs, posters, toolkits, PPT templates, digital resources, marketing assets etc.
- Design and layout of digital and print communications products for EQI branded and internal needs, including but not limited to, website and blog imagery, eDMs, marketing campaign assets, social media content, UX design for e-learning and educational resources, etc.
- Stay up to date with the latest design trends, including those related to accessibility, and integrate learnings into outputs
- Maintain a consistent EQI brand identity across all communications outputs

2: Design and Project Administration (25%)

- Create and maintain design templates, systems and processes, for relevant assets and outputs
- Educate relevant team members on how to use templates efficiently and effectively
- Develop clear workplans with timelines and priorities as needed, and contribute to scoping of budgets and creative briefs, for external and internal needs as relevant
- Liaise with external printers and suppliers where required to ensure the best quality outcome, within agreed budget and timeframe
- Maintain high quality standards across the production of work and manage time effectively across multiple projects and tasks
- Optimise and maintain systems and workflows, identifying areas of opportunity, for successful delivery of projects

3: People & Processes (25%)

- Support the operationalisation of EQI's Strategic Plan that contributes to advancing gender equality and preventing violence against women globally
- Effectively contribute to team and organisational goals, particularly as they relate to organisational effectiveness, sustainability, and staff well-being
- Support collaborative behaviour across teams, contributing to, and encouraging, a high-performing, positive and inclusive team environment

KEY CAPABILITIES

Live our Values

- Support the value of 'find the joy' by practising gratitude regularly and taking responsibility for the energy they bring to work .
- Consider systems of oppression as well as own individual privilege how these things impact the work we do in order to 'strive for equality'.
- Demonstrate the value of 'be courageous' by taking responsibility for own actions and asking for help when it is needed.

- Contribute to the value of 'stay curious' by focusing on creative solutions rather than problems.

Think Strategically

- Support the purpose, vision, and values of EQI
- Take into account future aims and goals of the team and organisation when prioritising own work
- Demonstrate forward-thinking and awareness of the consequences of own actions
- Support the strategic planning process in own work area and seek information about how their work relates to broader organisational strategy
- Understand concepts relating to strategic planning

Promote Intersectionality

- Contribute to making EQI a more inclusive workplace by contributing to organisational conversations about intersectionality.
- Work in ways that are respectful and understanding of the needs, beliefs, ability and values of individuals from diverse backgrounds with differing identities.
- Support EQI's approach to intersectional feminism by integrating the principles of diversity, inclusion and belonging into their daily work.
- Seek and include diverse range of perspectives in daily work as required.

Manage Projects

- Track hours and expenses in relevant systems to inform financial health as needed
- Stay organised with tasks, files, and materials using organisational tools and project management systems
- Develop clear work plans with timelines and priorities

- Identify risks/barriers and seek support, clarification
- Collaborate with external and internal teams i.e. to ensure information flow of project details, as it affects responsibilities (e.g. staffing, timeline changes, finance budget changes, partnership, referral agreements)

Lead People

- Understand own performance goals and how they are linked to broader operational needs of EQI.
- Understand work activities, team structure and individual roles within team.
- Support others to achieve team and individual goals by demonstrating empathy and contribute to the wellbeing and motivation of team.
- Understand and act in accordance to EQI values, policies and code of conduct.

Communicate with Impact

- Communicate clearly and organise information in a logical sequence.
- Seek advice to determine appropriate communication methods and tone for different audiences.
- Welcome and respond to positive and constructive feedback.
- Make effort to tailor communication appropriately for the purpose and audience.
- Engage in active listening and seek clarification of own understanding.
- Share information and acknowledges others' efforts.

Strive for Excellence

- Set SMART goals, prioritises work, follow through on tasks, and reports on progress
- Hold self and others accountable for achieving results and agreed upon targets
- Strive to exceed performance expectations by identifying better ways of working or opportunities to contribute to the work of others
- Identify underlying causes for lack of success, which may or may not involve self, and take action to ensure future success



[Learn more about us here](#)