



**for a living planet®**

## **JOB DESCRIPTION**

**Position title:** Designer / Content Producer

**Reports to:** Education Manager

**Period:** January to December 2016 (Renewable Contract)

### **I. About World Wide Fund for Nature, Singapore (WWF)**

WWF Singapore is a Singapore-registered charity, founded by WWF International - the global conservation organization. WWF Singapore works with corporate partners in Singapore for best practices in natural resource management, engages in communications and outreach to raise awareness of critical environmental issues and collaborates with WWF offices in the region to raise funds for important conservation programmes. The WWF Singapore office also provides a hub for regional staff of WWF and supports WWF's operational functions. It works with government, business, other NGOs and the local Singapore community to spearhead efforts to build the region's expertise in planning and managing natural resources wisely.

**Major Functions:** You will plan, research, create, develop and execute quality art and design layout solutions for digital content (website, social media, presentations and eDMs) and print (monthly magazine). You'll work in close relation with the Education Manager to create compelling and age-appropriate content for pre, primary and secondary school students.

### **II. Major Duties and Responsibilities:**

- Prepare work to be accomplished by gathering information and materials.
- Plan concept by studying information and materials.
- Illustrate concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Obtain approval of concept by submitting rough layout for approval.
- Prepare final layout.
- Complete projects by coordinating with printers, etc.
- Design and digital production of resources, newsletters and collaterals for Planet Defender, WWF Ambassador and Young Campaigner

### **III. Required skills and competencies:**

- Four year degree in Graphic Design, or equivalent education or experience.
- Demonstrable graphic design skills with a strong portfolio.
- Up to date with industry leading software (Adobe Creative Suite, specifically Photoshop and Indesign) and technologies
- Be process driven, possess strong design skills and show careful attention to detail
- Experience developing content, using peer-reviewed research and other respected sources
- Passionate about communications design and marketing
- Working knowledge of HTML, CSS and Javascript is an added advantage.
- Adheres to WWF's values, which are: *Knowledgeable, Optimistic, Determined and Engaging*

#### **IV. Working Relationships:**

**Internal** – Works closely with the Education Manager and the Marketing and Communication & Public Engagement team.

**External** – Coordinates with education practitioners (including principals, teachers, administrators and related personnel), partners and related parties.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

**Interested candidates should email a CV and cover letter together with your arts portfolios to [hr@wwf.sg](mailto:hr@wwf.sg) by 15<sup>th</sup> December 2015. Please indicate the position being applied for in the subject line.**