

Scope of work for a Graphic Designer- Consultant (Hybrid- 3 Days WFO)

About Sightsavers India

Sightsavers India works to eliminate avoidable blindness and promote equality of opportunity for people with disabilities. Through partnerships with government, civil society, and communities, we support inclusive eye health, education, and social inclusion programmes across India.

Role Overview

Sightsavers India is seeking a creative and skilled Graphic Designer with capabilities in video editing and production. The role will support the organisation's communications, advocacy, fundraising, and programme teams by creating compelling visual and multimedia content that reflects our mission and impact.

Brand & Advocacy (Graphics) – 50%

- As part of the Brand & Communications team, support the organisation in conceptualising and creating designs for effective brand communication.
- Manage and strengthen Sightsavers India's visual identity across a wide range of branding materials, including flyers, brochures, booklets, Annual Reports, corporate publications, calendars, diaries, bookmarks, and other print collaterals.
- Design creative assets such as backdrops, standees, logos, banners, and event-specific branding materials.
- Support internal and external communications through the creation of newsletters in both digital and print formats.
- Develop design inputs for campaigns, events, and organisational initiatives.
- Manage and strengthen Sightsavers India's visual identity across multiple design formats, including t-shirts, caps, event branding, and other promotional materials.
- Design creatives optimised for social media platforms, understanding platform-specific formats, sizes, and engagement trends. Support campaign storytelling through static, carousel, and video-based content.

Brand & Advocacy (Web) – 30%

- Support internal and external communications through the creation of Electronic Direct Mail (EDMs) and digital creatives.
- Design web banners and visual assets for websites and digital platforms.
- Update and manage the Sightsavers India website using WordPress CMS.

Formation Strengthening & Process Improvement – 10%

- Organise and manage IEC and BCC materials for easy access and sharing across teams.
- Support the creation and improvement of internal processes for design requests, approvals, and final delivery.

Video Editing & Motion Graphics 10%

- Ability to edit videos, including stitching footage and creating basic titles and captions.

- Edit short and long-form videos for social media, campaigns, donor communications, and internal use.
- Create basic motion graphics, transitions, captions, and subtitles for videos.
- Optimise video formats for different platforms (Instagram, YouTube, website, presentations).

Required Skills / Tools

- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) or equivalent tools and CorelDRAW.
- Working knowledge of WordPress CMS.
- Basic photography or videography skills.

Responsibilities or Skills:

- Ensure all visual and video content follows accessibility best practices, including colour contrast, legibility, alt text support, subtitles, and inclusive design principles.
- Demonstrate sensitivity while representing people with disabilities and communities, ensuring dignity and ethical storytelling.
- Coordinate with multiple internal teams to manage design briefs, timelines, feedback, and revisions efficiently.
- Maintain version control and ensure timely delivery of approved creatives.
- Maintain an organised digital repository of design and video assets for easy retrieval and reuse.
- Act as a brand custodian, ensuring consistency across all visual outputs.

Application process: Interested candidates can share their profiles at indiacareers@sightsaversindia.org