

TERMS OF REFERENCE

Job Holder name:	Designation: Graphic Designer
Job grade: M5	Reports to: Head, Marketing & Customer Services Division

Job purpose {define the key aspects of the role briefly – why does the job exist?}

BOB intends to build a strong partnership for growth with mass media, national and local government, civil society and other developmental partners. To pursuit this intention, the BoB publishes a wide range of materials. The Graphic Designer is a visual communicator who design and develop print and electronic media, such as magazines, television graphics, logos and website, etc...

Key responsibilities {define the key duties and responsibilities of the job}

1. Ensure that all publications, reports and products are produced in line with BOB graphic guidelines;
2. Implement the graphic guidelines in all BOB communication products;
3. Deliver creative and innovative ideas for print, electronic, web-based and animated presentations.
4. Design of reports and other communication materials for printing and electronic distribution;
5. Improve and edit art-work, photos, charts and other graphic elements;
6. Layout and design information and communication materials (banners, posters, booklets, leaflets, books, calendars, bulletins, flyers, cards)
7. Create animations for illustrative purposes such as animations, presentations and more advanced solutions (design of CD/DVD packaging, graphic digitalization);
8. Custom photo editing (restoration, noise reduction, tonal adjustment)
9. Deliver creative graphic and technical solutions for use of new media (virtual 3D words/boxes, postcards)
10. Prepares visual presentations by designing art and copy layouts.
11. Prepares work to be accomplished by gathering information and materials.
12. Plans concept by studying information and materials.
13. Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
14. Obtains approval of concept by submitting rough layout for approval.

15. Prepares finished copy and art by operating typesetting, printing, and similar equipment; purchasing from vendors.
16. Prepares final layout by marking and pasting up finished copy and art.
17. Ensures operation of equipment by completing preventive maintenance requirements; following manufacturer's instructions; troubleshooting malfunctions; calling for repairs; maintaining equipment inventories; evaluating new equipment.
18. Completes projects by coordinating with outside agencies, art services, printers, etc.
19. Maintains technical knowledge by attending design workshops; reviewing professional publications; participating in professional societies.
20. Contributes to team effort by accomplishing related results as needed.
21. Any other duties that may be assigned by the supervisor.

Areas of contribution {define the key areas of performance measurement}

Quality design for various BOB assignments completed in line with the BOB branding requirements and within specified deadlines.

Authorities & decision making {define the key authorities implicit to the job but not financial responsibilities}

The position shall not have any decision making authority and shall execute day to day work in close consultation with the supervisor.

Qualification & knowledge required {define the experience & knowledge required to do the job well}

Qualification: Bachelor's Degree.

Knowledge required: Strong theoretical and practical background in graphic design, including the use of design software such as Adobe Design Premium, In-Design, CorelDraw, web design tools such as Dreamweaver and Flash, etc.. Show a clear and mature style of design, demonstrating an understanding of the communication requirements. Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and colour management. Fair understanding of new and evolving technologies and digital platforms. Knowledge of standard software packages, including MS Office– MS Access–MS Visio –Adobe Acrobat

Skills required: Good communication & written skills, team player and to be able to rationalize priorities.

Complexity & judgment {define the job complexities & areas where judgment by job-holder is vital}

Based on emerging business plans of the Bank, identify potential customizations/enhancements requirements for design and develop print and electronic media, such as magazines, television graphics, logos and website, etc...

Approvals {signatures in this section denote agreement to the job description}

Designation	Signature	Date
Job Holder		
Immediate supervisor		
Human Resources		