



# UNHCR

United Nations High Commissioner for Refugees  
Haut Commissariat des Nations Unies pour les réfugiés

## Terms of Reference

### Graphic Designer Associate

### Private Sector Partnership Unit

UNHCR, the UN Refugee Agency, is offering a full-time position within the Private Sector Partnership Unit in Dubai.

UNHCR is a global organization dedicated to saving lives, protecting rights and building a better future for refugees, forcibly displaced communities and stateless people. Every year, millions of men, women and children are forced to flee their homes to escape conflict and persecution. We are in over 125 countries, using our expertise to protect and care for millions.

**Title:** Graphic Designer Associate

**Duty Station:** Dubai, UAE

**Contract Type:** UNOPS – LICA-6

**Advertisement closing date:** 1<sup>st</sup> of March 2021

**Start date:** As soon as possible

## Organizational context

The United Nations High Commissioner for Refugees (UNHCR) is mandated to lead and coordinate international action to protect and assist refugees and other persons of concern.

Private Sector Partnerships Service (PSP) sits within UNHCR's Division of External Relations (DER) and is responsible for mobilizing resources from the private sector for refugees. UNHCR have developed a \$1 Billion Private Sector Fundraising Strategy 2018-2025. This strategy focuses on both Individual Giving and Private Sector Partnerships and identifies priority fundraising markets and regions.

The scope of the team's work has increased significantly over the past several years, and the incumbent will work alongside other Graphic Designers on a variety of tasks in order to maintain a fast paced rate of production, while ensuring consistency in branding and adherence to UNHCR's guidelines. Attention to detail, ability to multitask in a demanding work

environment, and sensitivity towards humanitarian values are essential to this role. While the Graphic designer Associate is expected to provide innovative digital video approaches to presenting UNHCR's work to supporters, his/her work should always support overall goals of acquiring, developing, and retaining donors.

The Graphic Designer Associate will support the wider PSP MENA team in the execution and delivery of a wide range of creative assets, including both graphic design and video production. S/he will join a team of creatives who work on a variety of fundraising and engagement campaigns and initiatives for a diverse range of audiences, including but not limited to the wider public in MENA and globally, social influencers, public figures, news and press agencies, TV and media partners, philanthropists, private companies and foundations.

## Duties and Responsibilities

Under the supervisor of the associate PSP IG Officer (Digital Campaigns), the Graphic Designer Associate will be required to:

- Brainstorm and collaborate with content team to design and produce visual content for websites, blogs, social media and print material with a focus on encouraging new current audiences to take action for refugee's cause.
- Prepare illustrations or rough sketches of materials, including storyboards to assist in staff visualizing end of product during planning and development of projects and campaigns.
- Support the conceptualization and design of online and digital media, including video appeals, e-mails, and website banners.
- Develop, produce and edit short monthly supporter/donor engagement videos linked with content themes. Create, produce and edit needs-based and thank-you videos linked with integrated fundraising appeal.
- Produce partnerships videos, factsheets, reports, and other communication materials for printing and digital distribution and develop guidelines for editing and altering the templates.
- Use adobe illustrator, Adobe Photoshop and other design software to generate new images, composition of images and creative typography.

- Use Adobe Premiere, After Effects, Animate and or other animation/video software to generate short to mid-length digital animation clips or videos for projects and campaigns.
- Produce infographics and data visualization images to communicate complex information into easily understood formats.
- Work closely with all colleagues to ensure synergy between written and visual content on the website, blogs, social media and print content.
- Work closely with the web developer to finalize visual materials for digital content.
- Test different creative for different output program in collaboration with the different stakeholders.
- Build a growing bank of applied knowledge in effective visual communication and design that is relevant to UNHCR's supporters, potential supporters and external stakeholders.
- Monitor, identify, report and advise UNHCR on current and leading thinking around visual communication and design to inform project work.
- Assist the campaign team on the effective briefing of external agencies, videographers/filmmakers, as required.
- Respond to ad-hoc requests by other PSP teams or the network that support the development of other video assets including sourcing video b-roll for direct response television adverts, short films and other needs.
- Maintain commitment to ethical treatment of subject of concern as well as UNHCR's brand guidelines.
- Archive material in correct and accessible way.
- Commitment to further education and learning.
- Perform other duties as needed.

## Essential minimum qualifications and professional experience required

- Secondary education with preferably a degree in Marketing/Business Administration, in Marketing, Communications, and/or Advertising, and/or other related fields.
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- Minimum 3 years of relevant work experience with secondary education or minimum 2 years of relevant work experience with Undergraduate degree (equivalent of a Bachelor's).
- Experience in an international organization, or major corporate or publishing body.
- Minimum 3 years professional experience in video editing, graphic illustration and animation (portfolio expected at interview).
- Minimum 3 years professional experience in multimedia design, including web and publishing. (portfolio expected at interview).
- Experience of two to three years of concept visualization and execution.
- Experience in design in the MENA region for Arabic audience.
- Strong comprehension of theory related to human interaction with websites, information architecture, usability, accessibility, UX and interactive design is a plus.
- Strong comprehension of standards and best practices of social media platforms.
- Proven ability to deliver under tight deadlines.

## Desirable Competencies

- Team player and be driven by numbers and success.
- Have excellent knowledge and a passion for online marketing
- Strong knowledge of best practices for digital creative, segmentation, dynamic content, testing methodologies, deliverability.
- Knowledge and experience of using design and publishing software.
- A creative person who is thorough, with a keen eye for detail and an ability to work well under pressure and meet tight deadlines.
- Understanding of different paper quality/type and its impact on the design work.
- Excellent IT skills, especially with design and photo-editing software
- Exceptional creativity and innovation.
- Excellent time management and organizational skills.

## Language

- Fluency in written and spoken Arabic language is Essential and candidate should have excellent command over English language

## Location

The successful candidate will be based in Dubai, UAE

## To apply

Interested applicants should submit their letter of motivation, Personal History Form (PHF) and CV to [SAURIHR@unhcr.org](mailto:SAURIHR@unhcr.org) indicating “Graphic Designer Associate” in the subject of the email.

P11 forms are available on [https://unhcr.org/recruit/UNHCR\\_Personal\\_History\\_Form.docm](https://unhcr.org/recruit/UNHCR_Personal_History_Form.docm)  
Supplementary form [https://unhcr.org/recruit/UNHCR\\_PHF\\_Supplementary.docm](https://unhcr.org/recruit/UNHCR_PHF_Supplementary.docm)

The UNHCR workforce consists of many diverse nationalities, cultures, languages and opinions. UNHCR seeks to sustain and strengthen this diversity to ensure equal opportunities as well as an inclusive working environment for its entire workforce. Applications are encouraged from all qualified candidates without distinction on grounds of race, color, sex, national origin, age, religion, disability, sexual orientation and gender identity.