



KUMASI WOOD CLUSTER

PRODUCTION & EXPORT COLLABORATION

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Job Alert: Search for a Graphic Designer

1. The Organization

Kumasi Wood Cluster Association (KWC) is a company limited by guarantee established in 2005 and based in Kumasi. We support efforts of forestry sector enterprises to build stronger organizations and manage their businesses better.

KWC's goal is to support the efforts of small-medium enterprises (SMEs) in forest and environmental related activities geared towards sustainable forest management and environmental protection and market creation for SMFE products, hence our technical focus is on applying top-notch expertise and technology to develop environmental and forestry enterprises emphasizing on Small and Medium Forest Enterprises (SMFEs).

Our program focus areas encompass;

- training of private companies in support of Forest Law Enforcement, Governance and Trade (FLEGT) implementation and the adoption of Sustainable Forest Management (SFM) practices
- provision of technical support to SMEs to achieve Forest Stewardship (FSC) certification,
- supporting businesses and enterprises to develop and enhance their information management systems to meet international product quality requirements and marketing regulations.

KWC has actively facilitated reforms for forest sector industry and trade associations to reinvigorate their governance and functions and is involved in their systems and policy reforms to strengthen and give them one voice for public and stakeholder engagement. KWC uses both its own internally developed training kits as well as tools from partner agencies for classroom type and field extension coaching to build capacities of the organisations it assists.

2. The Position

KWC has a vacancy for a Graphic Designer (GD) to be filled as soon as possible. This position is a 3-month part time contract, with a possibility for subsequent retainership. The critical scope of the Graphic Designer involves using several media products to develop innovative concepts, graphics, layouts and other media for the institution's projects, logos and website. The graphic designer will work on a variety of products and activities, such as websites, advertising, books, magazines, posters, exhibitions and displays, corporate communications and corporate identity, i.e. giving KWC a visual 'brand'. The GD will work closely with KWC's Communications Officer to develop creative ideas and concepts using appropriate media and style to create visual communications to convey messages in an effective and aesthetically pleasing manner to meet the KWC's publicity objectives.

3. General Responsibilities

- Developing graphic materials that suits KWC's image and strategic focus
- Think creatively to produce new ideas and concepts and develop interactive design
- Using innovation to redefine design briefs within time and cost constraints
- Presenting final ideas and concepts to management for review
- Working with a range of media, including computer-aided design (CAD), and keeping up to date with emerging technologies

Specific responsibilities include but are not limited to:

- Design social media and web images, infographics, brochures, logos, signs, books, magazine covers, annual reports, advertisements, and other communication and publicity materials.
- Create these materials using technology, including computer software programs. Adobe's Creative Suite - including Photoshop, Illustrator, InDesign, and more—is the standard in the industry and most employers expect designers to be proficient with its programs.
- Create or incorporate illustrations, pictures, and designs to reflect the desired theme and tone of the communications.
- Select type size and style to enhance the readability of text and image.
- Produce drafts for review and make revisions based on the feedback received.
- Review final productions for errors and ensure that final prints reflect client specifications.
- Any other related role assigned by the Executive Director, Communications Officer or the Senior Project Officer.

4. Qualification and Experience

The suitable candidate should be an individual (male/female) with:

- ❖ Degree/HND in any of the following: Graphic Designing (Photo shop / Corel draw), Publishing, 3D design, Communication Design, Film and Television Illustration and Photography or related disciplines.
- ❖ At least two years' experience in doing a similar work.
- ❖ Proficient in Adobe Creative Suite / Corel Draw
- ❖ Good communication in English and Akan; and writing skills (English)
- ❖ Strong communication skills, conceptual thinking, typography and design skills
- ❖ Evidence of prior work with companies or institutions within the forest or timber industry will be an advantage.
- ❖ Knowledge of Illustrator and in-design application will also be an added advantage

5. Required skills and competencies

- High level of strategic thinking, planning and attention to detail.
- Team work skills: Demonstrate ability to collaborate with staff colleagues and partners and also working independently with minimum supervision.
- Strong work ethics with a high degree of energy, sense of initiative and pro-activity.
- Technical skills: A knowledge of both typography and color theory is critical. Proficiency in relevant software such as Adobe Creative Suite especially Photoshop, Corel Draw and other video editors.
- Industry knowledge: Significant knowledge of the natural resource and environmental sector especially the timber or wood industry, climate change and sustainability
- Analytical Skills: Analytical skills to do with gathering information, interpreting same to generate visual concepts for communication and publicity.
- Creative and Observation Skills: The skills of creating innovative graphic concepts through critical observation.
- Communication, presentation and writing skills: Excellent writing, presentation and communication, skills including communicating effectively across cultures and with diverse audiences, both verbally and in writing.
- Time management skills: Ability to deliver outputs on time and to work with tight schedule without compromising on quality.

6. Tenure and Remuneration

This position is a 3-month part time contract, with a possibility for subsequent retainership. During the 3 months' period, the Graphic Designer will be entitled to a monthly taxable allowance of GHc 2,500.

7. Application Process

The application must include the following:

- Cover letter expressing interest for the job.
- Curriculum Vitae.
- Two (2) referees with contact details.
- Portfolio of work - evidence/proof of similar work done (max 10 pages)

NB: An applicant who is a civil servant or government official will be considered on the condition that, he or she is able to provide a documentary evidence attesting to the fact that his/her supervisor will release him/her for this purpose, supposing he/she is selected.

Please submit your application by email to: gustavadu@gmail.com with a copy to kwcghana@gmail.com Kindly direct all enquiries to this same address. Only shortlisted candidates will be contacted.

CLOSING DATE: 12.00 noon GMT, 20th June, 2021.