Information Pack for the Role of Graphic Design Officer

World Scout Bureau, Global Support Centre, Kuala Lumpur, Malaysia

July 2022

OPEN TO MALAYSIAN NATIONALS ONLY
World Scouting

"The Mission of Scouting is to contribute to the education of young people, through a value system based on the Scout Promise and Law, to help build a better world where people are self-fulfilled as individuals and play a constructive role in society."

The **World Organization of the Scout Movement** (WOSM) is one of the largest youth organisations in the world. Scouting is a grassroots educational youth movement that is truly bottom-up in its structure and approach in engaging young people from all over the world.

World Scouting today is a confederation of 172 National Scout Organizations (NSOs) in a network of over 57 million members in more than one million local community Scout groups. Some five million members are adult volunteers who support local activities resulting in a huge multiplier effect.

Through peer-to-peer leadership supported by adults, each local Scout Group embraces the same set of values illustrated in the Scout Promise and Law. Each of our one million local Scout Groups follows a similar system of non-formal education suited to the unique aspects of their local community.

WOSM is an independent, worldwide, non-profit, and non-partisan organisation, which serves the Scout Movement through its NSO members. Its purpose is to promote unity and the understanding of Scouting’s purpose and principles, while facilitating its expansion and development.

The **World Scout Bureau** (WSB) is the Secretariat of WOSM. It comprises of approximately 130 professional staff, based in nine locations worldwide:

- Belgium, Brussels (Europe Support Centre)
- Egypt, Cairo (Arab Support Centre)
- Kenya, Nairobi (Africa Support Centre)
- Malaysia, Kuala Lumpur (Global Support Centre)
- Panama, Panama City (Interamerica Support Centre)
- Philippines, Makati City (Asia-Pacific Support Centre)
- Switzerland, Geneva (Europe Support Centre)
- Switzerland, Geneva (Global Support Centre)
- Ukraine, Kiev (Eurasia Support Centre)
Information Pack for the role of Graphic Design Officer

Job Description

Role: Graphic Design Officer
Location: Kuala Lumpur, Malaysia – open to Malaysian Nationals only
Terms: 50% part-time consultancy or staff position

Summary

The World Scout Bureau (WSB) is currently looking for a part-time Graphic Design Officer (as a consultancy or staff contract) to support the layout, design, and branding of publications, reports, resources, e-learning courses, presentations, social media content, and digital marketing campaigns. The Graphic Design Officer will possess a strong knowledge of graphic design and visual communications who is able to work independently to produce content on time and up to the standards outlined in WOSM’s Brand Guidelines.

The Graphic Design Officer, reporting to the Senior Manager, Art Design, Branding and Audio-Visuals, will work closely with members of the WSB’s Global Communications Team and other departments to apply their creativity and artistic talent to a range of projects. The successful candidate will be knowledgeable about the latest industry trends, and be able to work with graphic design software and applications such as InDesign, Photoshop, Illustrator, Lightroom, as well as online collaboration tools.

Responsibilities:

- Produce high-quality designs following WOSM’s Brand Guidelines, while also meeting usability and accessibility standards.
- Support the graphic and text layout of publications, reports, toolkits, and guides using InDesign templates.
- Support the production of visual materials and presentations.
- Develop graphics for social media, website pages and stories, e-newsletters, and digital marketing campaigns.
- Design infographics and data visualisation for print or digital platforms, including WOSM’s social media channels.
- Support the post-production, uploading, and organisation of photos to WOSM’s media library.
- Adapt and apply the Scout brand to the development of e-learning courses.
- Work with the Global Communications Team in preparing graphic and visual materials for online events and live-streaming.
- Incorporate feedback and comments recommended by Global Communications Team members into the final design.
- Review designs for errors before printing or publishing, and finalise layouts to printing specifications.
- Work with project owners on design briefs and visual concepts based on design requirements.
- Prepare rough drafts and present ideas to project owners using consistent and appropriate graphic styles, colours, and layouts.
- Keep up-to-date with graphic design technologies, techniques, and modern trends to deliver cutting-edge work.
- Participate in brainstorming sessions to come up with new design perspectives, ideas, good practices and creative inputs for social media and digital marketing campaigns.
Job Requirements

Experience, Skills and Qualifications

• Proven graphic and digital design experience in a studio, agency, or freelance setting.
• A minimum of three years of experience in graphic design or visual communications.
• Bachelor's degree or equivalent in a field related to communications, digital communications, fine arts, or graphic design is an asset.
• Strong portfolio demonstrating high-end corporate graphic and digital design skills.
• Visual production for social media campaigns and events, both online and physical.
• Knowledge of international printing processes and standards.
• Experience in photography and video editing is an asset.
• Ability to layout publications in different languages (English, French, Arabic, Spanish, Russian) is an asset.
• Project management skills with an ability to manage time effectively, meet deadlines, and work on short timelines.
• Experience working in an international or multicultural context is an asset.
• Self-starter with the ability to work independently and collaborate with team members.
• Fluent in English, literacy in any of the other WOSM languages (French, Arabic, Spanish, Russian) considered a strong asset.
• Ability to follow creative briefs and produce artwork based on provided requirements.
• Demonstrable digital literacy and computer skills:
  o Proficiency with using Microsoft Office (Outlook, Word, Excel, PowerPoint),
  o Proficiency with using online collaboration tools (Zoom, Slack, Dropbox, SmartSheets).
  o Proficiency with using Adobe Creative Suite (InDesign, After Effects Illustrator, Photoshop, Lightroom)

Personal Qualities

• Detail-oriented individual who has a keen eye for aesthetics and visual design.
• Strong understanding of branding, colour theory, and typography.
• Strong work ethic, self-motivated, proactive, and solutions-oriented.
• Clear communications skills and ability to articulate ideas to others.
• Ability to propose fresh design solutions to respond to communications challenges and communications priorities.
• Capable of working with staff, interns, and volunteers at Regional and World levels of Scouting.
• Willing to occasionally work during evenings and weekends to complete work on time or across time zones.

Summary of Employment

Terms and Conditions

• This is a 50% part-time position open to Malaysian Nationals only.
• The position is based in Kuala Lumpur, Malaysia.
• Contractual hours of work are an average of 20 hours per week from Monday through Friday, with occasional work in the evenings and on weekends when necessary.
• The position may be considered as a consultancy or part-time staff contract.

The offer to hire the consultant will be subject to:

• 3 satisfactory references.
• Verification of relevant qualifications.
• Confirmation of eligibility to work in Kuala Lumpur.
How to Apply

Applications should be submitted no later than 23:59 Kuala Lumpur time (GMT+8) on **Friday, August 5 2022** and should include:

1. A Curriculum Vitae with full details of education and career history.
2. A cover letter outlining your suitability for the role, relating your skills, knowledge and experience to the requirements of the job description.
3. A link to an online portfolio of graphic design work or a package of sample materials.
4. Contact information of at least two people who can provide employment references.

Applications and inquiries should be sent by e-mail to [jobs@scout.org](mailto:jobs@scout.org).

Ideally, the Graphic Design Officer will start no later than **1 September 2022**.

*The World Scout Bureau is committed to making appointments on merit by a fair and open process, taking due account of equality and diversity.*