

Lively Minds Job Description – Graphic Designer

Reports to: Fundraiser

Based: Tamale, Ghana

Salary: Band 5a

Hours: Full time

Contract: 2 year contract, with possibility of extension depending on how our scale up progresses in Ghana

About us

Our mission is to get preschool children in rural Africa to thrive. At present over 250 million children worldwide fail to receive the education and care they need in their early years which means they are less likely to do well in school, find gainful employment, and are at greater risk of early marriage, early parenthood and even criminality. Current approaches to solving this crisis are not proving effective or scalable in low & middle income countries.

That's where Lively Minds comes in. We have developed an award-winning Early Childhood Development programme that has been proven through randomised control trial to improve cognitive and socio-emotional skills and reduce malnutrition for pre-schoolers in hard-to-reach communities, so they have a greater chance of succeeding in school and in life. The programme provides marginalised Mothers with a parenting course that empowers them to run educational Play Schemes for pre-schoolers and to provide better home-based care, using cheap local resources. In addition, we started a radio programme for parents during COVID and this has now become a permanent fixture. The programme is delivered through government partners, is cheap and highly scalable. It genuinely has the potential to play a transformative role in ending the global ECD crisis.

We are extremely proud that the Government of Ghana have now adopted the programme and we have a ground-breaking partnership with them to support them to institutionalise it, fund it and to scale it to 60 education districts, reaching over 4000 communities and 1 million children. In addition, an award-winning international research team are conducting a further randomised control trial to help us understand its impacts at scale.

We're a lively ambitious organisation, determined to have a major positive impact on the world. We work hard at a fast pace, in a challenging environment. We expect everyone to give their best to achieve the best possible results. Our work is demanding but provides plenty of opportunity for innovation, responsibility, growth, collaboration, creativity and fun. We want all staff to be happy, fulfilled and to feel appreciated and valued in their work

To find out more about our programme, take a look at the videos about our programme
<https://www.livelyminds.org/videos>

About the role

The postholder will have the exciting role of supporting the team in Ghana strengthen our external communications, our programmatic content and our fundraising.

Main duties and responsibilities

- Support fundraising, stewardship and advocacy efforts by working with those teams to ensure all collateral/communications (e.g pitch deck, cases for support, proposals, reports) are well designed and will support our case for support
- To support programmatic work by ensuring content and operational products are well designed and maximise user experience
- To develop visuals and infographics that build our case for support and help communicate impact and performance
- To support website development To support brand development by ensuring that templates are updated and used consistently across the organisation

You may be assigned any other responsibility in agreement with your line manager, in contribution to Lively Minds work and in recognition of your experience and skills. It is therefore expected for staff to be flexible and willing to contribute to the work of the wider team.

Experience and skills

To succeed in this role, you will need:

- to have excellent graphic design skills
- understand the intent/outcome of a product and then be able to think about how to design visuals to support achievement of a goal
- to be growth minded and willing to embrace feedback as an opportunity to develop
- able to deliver high quality work in a fast pace high pressure environment with minimal supervision

Technical abilities

Essential

- Proven graphic design experience
- Minimum of 3 years' experience working in a communications function

- Undergraduate degree, preferably in communication and marketing
- Excellent use of word, including PowerPoint, Canva and other relevant design platforms
- Photography skills

Desirable

- Experience working in an NGO

How to apply

If this sounds like you, please send your CV and application form detailing how you meet the role requirements and also attach a copy of a piece of design work that you are most proud of to jobs@livelyminds.org by **11:59pm BST on 29th August 2023**

Due to resource constraints, we apologise, but we will only respond to shortlisted candidates.

Lively Minds operates a strict Child & Vulnerable Adult Protection Policy, and we therefore check suitability of successful candidates through background checks consisting of references and police checks.

Lively Minds is fully committed to equity, diversity and inclusion. We want this to be reflected in the diversity of the people who work for us and we welcome applications from people from all backgrounds and identities.