

## Junior Graphic Designer

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Company: PATH

Location: Kenya

Category: other-general

PATH current employees - please log in and apply

PATH is a global nonprofit dedicated to achieving health equity. With more than 40 years of experience forging multisector partnerships and with expertise in science, economics, technology, advocacy, and dozens of other specialties, PATH develops and scales up innovative solutions to the world's most pressing health challenges.

PATH's External Affairs division leads PATH's brand, communications, policy and advocacy, philanthropy, business development and strategic corporate engagement efforts. We tell the story of PATH's work internally and externally, support the efforts of governments and policymakers around the world to adopt healthy policies, and inspire donors and corporations to partner with us and support our work.

PATH's Brand and Creative Team is part of the Marketing & Communications Department within the External Affairs division and offers a range of creative services to PATH including brand management, content strategy, writing, editing, proofreading, graphic design, photography, video editing, web design, user experience, and more.

Our team has an outstanding opportunity for a visual designer to join us in Nairobi (Kenya), Dar es Salaam (Tanzania), or Johannesburg (South Africa). This person would be responsible for the design and production of a variety of projects for all teams at PATH, including both print and digital projects, email marketing communications, and website updates. This position

works under the creative direction of the Design and UX Lead to collaborate on projects and maintain the visual brand identity and design standards for the organization. This role is defined as a combination of production-based and creative projects, as assigned by the Design and UX Lead. The junior designer will be part of PATH's internal creative service center, supporting institutional projects directed by the Marketing & Communications Team as well regional projects directed by the Africa Region's Head of Communications.

**The junior graphic designer will:**

Design digital graphics for marketing campaigns and event-specific promotions for all PATH owned channels.

Design print materials including brochures, flyers, factsheets, event invitations and banners, and other promotional items.

Design infographics, reports, presentations and pitch decks, and briefs to support PATH projects and programs.

Update and maintain website visuals and content through the PATH website content management system (CMS), in keeping with established brand and design standards.

Assist in design of PATH e-mail updates, newsletters, and invitations. Produce emails from templates and schedule deployment in Salesforce Pardot email platform.

Assist in implementing and expanding the current PATH brand guidelines, as needed.

Maintain production-ready template files through file management and assists in archiving web, photography, and email content as needed. Assists in maintaining internal photography database.

Communicate effectively with internal PATH clients, maintaining a high degree of professionalism and customer service.

Support branding review and other creative tasks and projects as assigned.

**Required Skills and Experience:**

Strong knowledge of the Adobe Creative suite, especially InDesign, Illustrator, and Photoshop; XD or Figma and Premiere familiarity preferred.

Proficiency using the Microsoft Office suite, especially Word and PowerPoint.

Ability to work in website content management system (CMS).

Ability to work in email marketing platform. Salesforce Pardot experience preferred.

Basic knowledge of project management systems and processes.

Ability to work in a highly collaborative environment and as part of a cross-disciplinary, remote, internationally distributed team.

Ability to independently interact with global colleagues and partners and provide creative solutions in a professional manner.

Agency (internal or client-facing) experience strongly preferred.

**Additional Skills (not required):**

Basic knowledge of HTML and CSS for styling and trouble-shooting email templates.

Comfort shooting still photography: portraits, location, and events. Experience shooting video a plus.

Basic knowledge of video editing. Motion graphics experience a plus.

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