

Job Description: Graphic Designer – Communications Team

**Experience:** 2-4 years (work experience is a must-have)

**Location:** Gurugram

**Organisation:** Lotus Petal Foundation

**Department:** Communications

#### **Role Overview**

Lotus Petal Foundation is looking for a **Graphic Designer** having an experience of at least 2-4 years to be a core part of its Communications team. The role demands strong design skills, absolute respect for timelines, and a deep understanding of the Foundation's brand and values. The designer will be responsible for managing visual communication across digital and print platforms, with complete ownership from concept to execution.

#### **Key Responsibilities**

##### **Social Media Management & Design**

- Design creatives for **Instagram, Facebook, and LinkedIn**
- Ensure all designs align with the Lotus Petal Foundation brand identity
- Get designs approved in advance and **schedule content well before deadlines**
- Strictly adhere to the content calendar — **no last-minute changes or delays**
- Maintain consistency across all platforms

##### **Brand Understanding**

- Develop a clear and deep understanding of the Lotus Petal Foundation brand, its mission, tone, and visual language
- Translate concepts, stories, and impact into meaningful visuals

##### **Print & School Collaterals**

- Design for school and institutional requirements including:  
School boards, Standees, Almanac, Annual reports, Impact and other organisational reports
- Taking care of the school events and designing for the same.

##### **Data & Report Design**

- Interpret data, numbers, and reports
- Convert information into clear, simple, and visually engaging designs
- Ensure readability and ease of understanding for diverse audiences

##### **Documentation & Process**

- Maintain a detailed log of all work (designs created, approvals, timelines, revisions)
- Organise files and ensure proper version control