

Terms of Reference (TOR)

Position Title: Graphic & Motion Designer

Institution: Model Institute of Technology (MIT), Kamaladi, Kathmandu

Job Type: Full-time

Required Number: 1

Level: Officer Level

1. Preferred Discipline Areas of Specialization:

Graphic & Motion Designer To support institutional branding and communication through high-quality graphic design, visual storytelling, and multimedia content creation. The role focuses on developing creative and professional visual materials for social media, marketing campaigns, and institutional promotion, ensuring a strong, consistent, and impactful visual identity across all digital and print platforms.

2. Required Qualifications:

Bachelor's degree or diploma in Graphic Design, Fine Arts, Multimedia, Visual Communication, or a related field.

3. Experience Skills and Abilities:

- Up to 2–3 years of professional experience in graphic design or a related creative field.
- Good proficiency in visual design, branding, and digital content creation, with a good understanding of design principles such as typography, color theory, and composition.
Skilled in using industry-standard design software including Adobe Photoshop, Illustrator, InDesign, and other multimedia tools, along with the ability to create engaging visual content for social media, print, and digital platforms, supported by strong creativity, attention to detail, and visual storytelling abilities.
- Proficiency in Adobe Photoshop, Illustrator, InDesign, Premier Pro, After Effects, Da Vinci Resolve, CapCut and Canva.
- Experience in professional video shoots and photography is valued.

4. Main Roles and Responsibilities:

R.1- Visual Content Design and Development:

- Design social media graphics, banners, posters, flyers, brochures, and infographics.
- Develop branding and promotional materials.
- Ensure consistency of visual identity across all platforms.
- Create presentations, reports, and event branding materials.
- Edit and enhance photographs and digital assets.
- Prepare print-ready and digital design files.
- Coordinate with content and marketing teams to produce campaign materials.

R.2- Design Output and Visual Communication Deliverables:

- Design and produce high-quality social media assets tailored for various digital platforms.
- Develop creative promotional and institutional branding materials that support organizational visibility.
- Create visually engaging event-related graphics, including posters, banners, and campaign materials.
- Design informative infographics and professional presentation materials for institutional communication.
- Prepare accurate, print-ready and digital design files ensuring compliance with production standards.
- Compile and submit monthly design output reports documenting completed creative work and deliverables.

R.3- Branding Support and Design Consistency

- Ensure all design materials follow the organization's branding guidelines, maintaining consistency in logos, colors, fonts, layouts, and overall visual identity.
- Develop, update, and maintain branding resources, including templates for reports, presentations, social media content, and other communication materials.
- Create, organize, and manage design assets such as graphics, icons, illustrations, and visual elements, while supporting staff and teams in applying branding standards across all communication products.

R.4- Creative and Multimedia Design Support

- Design visual materials for events, campaigns, and awareness activities.
- Develop multimedia content, including basic video graphics and animations, as required.
- Prepare and finalize design files for print and digital publication.

5. Additional Responsibilities:

- The duties and responsibilities listed above are not exhaustive. The role holder may be required to perform additional tasks within reasonable limits of their skills and experience, as assigned by management.

6. Working Base:

- Predominantly office-based (70%)
- 30% involvement in fieldwork, outreach programs, institutional visits, and events.

7. Reporting Line:

Reports to the Digital Media & Communications Manager.

8. Ownership and Confidentiality:

All content produced under this assignment remains the property of Model Institute of Technology Pvt. Ltd.

9. Equal Opportunity Statement:

Model Institute of Technology (MIT) is an equal opportunity employer. The institution encourages applications from qualified individuals regardless of gender, ethnicity, religion, caste, disability or background. All hiring decisions are based on merit, qualifications and institutional needs. For more information about MIT, please visit our website: www.mitnepal.edu.np.