

Job Description

Job Profile

Job Title	Graphic Designer (Contractual – 6 Months)
Grade	3 - 4
Job Location	Karachi
Reporting to	Visual Design Team Lead
Function/Department	Academics, FSPD
Expected Travel	Seldom

Job Summary

The Graphic Designer (Contractual) will be responsible for creating visually compelling and pedagogically effective design materials to support teaching and learning across TCF's academic programs. This includes the design and layout of textbooks, teacher guides, storybooks, assessments, and other educational resources. The designer will work closely with the Visual Design team to ensure that all deliverables align with TCF's brand identity, educational objectives, and design standards.

This is a 6-month contractual position (October 2025 – March 2026)

Profile Benchmarks

Minimum Qualification	Bachelor's degree in Graphic Design, Fine Arts, or a related field.
Experience Required	1–2 years of relevant experience in print design, preferably in the education sector.
Knowledge and Skills	<ul style="list-style-type: none">• Proficiency in design and multimedia tools such as Adobe Illustrator, Photoshop, InDesign, Adobe premiere, and Adobe Audition.• Strong understanding of layout principles, typography, and visual storytelling.• Creative mindset with the ability to conceptualize and execute engaging designs.• Excellent communication and collaboration skills.• Fluency in English and Urdu (mandatory).

Job Responsibilities

- Design and develop layouts for teaching and learning materials, including textbooks, teacher guides, storybooks, workbooks, and other printed resources.

- Create graphics, illustrations, and infographics that enhance content comprehension and engagement for students and teachers.
- Ensure all design work is consistent with TCF's brand guidelines, visual identity, and educational objectives.
- Work closely with the Visual Design Team Lead, curriculum developers, and instructional designers to translate pedagogical content into effective visual formats.
- Review and edit layouts to ensure high-quality output and print-readiness.
- Support the team in testing sample layouts with users (teachers/students) and incorporate feedback.
- Collaborate with multiple departments on various projects related to curriculum development, student learning outcomes, and content delivery.
- Stay updated with current design trends, tools, and techniques to continuously improve design quality.