

Job Description	
Job Profile	
Job Title	Instructional Video & Design Associate (6-month contract)
Job Grade	JG- 04/05
Job Location	Karachi, Pakistan
Reporting to	Senior Manager Video Production, Teacher Professional Development
Function/ Department	Teacher Pathways Design (TPD)
Language preference	Urdu and English
Expected Travel	Occasional (Within Karachi)
Job Type	Contractual, Full-time (in-person commitment)
Job Summary	
<p>The Citizens Foundation is seeking a creative and detail-oriented Graphic Designer & Video Production Associate to support the Teacher Pathways Design (TPD) department. The role combines design and technical skills to produce engaging graphics, illustrations, characters, and scenes for instructional and training videos. The associate will also contribute to video editing, explore AI-based video production tools, and provide logistical and on-ground support during shoots. The position requires the ability to manage multiple deadlines, work collaboratively with internal teams and external vendors, and deliver high-quality outputs in a fast-paced production environment.</p>	
Profile Benchmarks	
Minimum Qualification	Bachelor's degree in film production, Media Studies, Communication, or a related field.
Experience Required	<ul style="list-style-type: none"> • 1–2 years of relevant experience in graphic design and video editing. • Prior exposure to video production processes is preferred.
Knowledge and Skills	<ul style="list-style-type: none"> • Proficiency in graphic design and video editing tools (Adobe Creative Suite: Photoshop, Illustrator, After Effects, Premiere Pro or equivalent). • Ability to create and adapt graphics, illustrations, characters, and digital assets for educational/training

	<p>videos.</p> <ul style="list-style-type: none"> • Knowledge of video production workflows including pre-production, shoot logistics, and post-production. • Familiarity with AI-based video generation tools is an advantage. • Strong attention to detail, with the ability to meet tight deadlines and handle multiple projects simultaneously. • Basic understanding of camera setups, lighting, and on-ground shoot requirements. • Good communication and interpersonal skills to collaborate with cross-functional teams and vendors. • Strong organizational skills for managing production assets and timelines.
Job Responsibilities	<ul style="list-style-type: none"> • Design and produce graphics, illustrations, characters, and digital scenes for instructional and training videos. • Explore and pilot AI-based video production techniques to enhance efficiency and creativity. • Assist in planning and managing video production logistics, including scheduling, permissions, and shoot requirements. • Supervise and support on-location shoots, ensuring visual and technical quality standards are met. • Collaborate with external agencies to align outputs with training objectives. • Ensure all graphics and videos adhere to TCF's design and pedagogical guidelines. • Maintain organized archives of design files, video assets, and project documentation. • Manage workload effectively to deliver high-quality content within deadlines. • Explore and recommend new tools, techniques, or formats to

	improve video production quality and learner engagement
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