



Consumer Unity and Trust Society (CUTS) is a leading think-tank working on economic and public policy issues. From its modest beginnings in 1983, CUTS has grown significantly as a local and global research and advocacy group in addressing the challenges to enhance consumer welfare. From a small voluntary consumer non-governmental organisation (NGO) working locally in Rajasthan, a state in North West India, to make consumers aware of their rights and seek resolution of their grievances, CUTS has over time progressed to policy research and network-based advocacy on various public policy issues at state, national, regional and international levels.

Its work spans a multi-pronged agenda targeted to the realisation of CUTS' Vision of 'Consumer sovereignty' and its Mission of 'consumer sovereignty in the framework of social justice, economic equality and environmental balance, within and across borders.'

CUTS work now revolves around three verticals: Rules-based Trade, Effective Regulation and Good Governance. This graduation happened organically because of the demands made on CUTS to work on policy issues, which would enhance consumer welfare, with the realisation that consumers need to be protected upfront and not only ex post.

Please refer link for more information <https://cuts-international.org/>

JOB CODE: CUTS100GD

VACANCY: Communication Associate/Officer (Graphic Designer)

DESIRED STARTING DATE: Immediate

JOB LOCATION: Jaipur, Rajasthan

JOB PROFILE

As a Graphic Designer, candidate will be responsible for creating visually compelling designs for our email marketing campaigns and bulletins. Candidate's role will encompass crafting eye-catching templates, graphics, and layouts while ensuring consistency with our identity. Additionally, candidate will leverage their expertise in Mailchimp to execute, analyse, and optimise email marketing strategies. Proficiency in light video editing will also be essential for creating engaging multimedia content.



RESPONSIBILITIES

Graphic Design:

- Develop visually appealing email templates and bulletins that align with brand guidelines.
- Create custom graphics, illustrations, and icons to enhance email content and engagement.
- Collaborate with the communications team to conceptualise and execute design concepts for various campaigns and promotions.
- Ensure all designs are optimised for desktop and mobile viewing.

Email Marketing:

- Utilise Mailchimp (or similar email marketing platforms) to create, schedule, and send email campaigns.
- Segment email lists and personalise content to maximise engagement and conversion rates.
- Stay updated on email marketing best practices and industry trends to implement innovative approaches.

Video Editing:

- Edit and enhance video content for email campaigns, social media, and website use.
- Incorporate animations, transitions, and effects to create compelling visual narratives.
- Collaborate with the communications team to produce video assets that effectively convey messaging and brand identity.

PERSONAL ATTRIBUTES

- Excellent communication skills both verbal and written.
- Passionate about work and learning new things.
- Critical thinker and great team player.
- Ability to generate goodwill with colleagues.
- Comfortable working in fast paced and deadline driven environment.

QUALIFICATIONS AND EXPERIENCE

- Proven experience as a graphic designer with a strong portfolio showcasing email marketing designs.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) or equivalent design software.
- Expertise in Mailchimp or similar email marketing platforms, including template creation and audience segmentation.
- Familiarity with basic video editing software (e.g., Adobe Premiere Pro, Final Cut Pro, or equivalent).
- Excellent understanding of design principles, typography, and colour theory.
- Strong communication skills and ability to collaborate effectively with cross-functional teams.
- Detail-oriented with a keen eye for aesthetics and brand consistency.
- Ability to work efficiently in a fast-paced environment and manage multiple projects simultaneously.
- Bachelor's degree in graphic design, visual communication, marketing, or related field (preferred).



COMPENSATION

CUTS recognises that the right candidate will have a significant impact on success of the organisation and is prepared to offer an attractive compensation package for the non-profit sector, commensurate with expertise and experience.

JOB LOCATION

The position will be based in CUTS Head Office in Jaipur. Occasional travel around India will be expected.

TO APPLY

Qualified candidates should send their resumes to careers@cuts.org, along with a cover letter highlighting your suitability for the position. Please mention job code in subject line of application. Any application received without the appropriate job code will not be considered.

Given the large volumes of applications we receive, we are unable to respond to all applicants and our responses are limited to those who are shortlisted. If you do not hear from our end within 30 days after the submission of the application, please consider that you have not been shortlisted.

CUTS is an equal opportunity employer and considers all applicants on merit without regard to race, national origin, religious beliefs, gender, marital status or physical disability. Women candidates are encouraged to apply.