

## Terms of Reference for Graphics Designer

### Job Description/Purpose

The **Graphics Designer** is responsible for creating visual content and graphics to support BBS programs, marketing, web, and multimedia platforms. The role involves conceptualizing, designing, and delivering high-quality graphics while collaborating closely with reporters, producers, technicians, and other staff to ensure that visual content enhances storytelling and aligns with BBS's public service mandate.

### Key Responsibilities

1. Plan and develop creative concepts by studying relevant information and materials.
2. Design and illustrate concepts, including layouts, art arrangements, typography, and visual styles, and submit for approval.
3. Prepare finished graphics using necessary software and equipment for TV, web, and print.
4. Create a wide range of visuals including program graphics, product illustrations, logos, and multimedia content.
5. Review final layouts and suggest improvements to ensure high-quality output.
6. Collaborate with producers, reporters, web designers, marketing officers, engineers, and colleagues to meet program and project requirements.
7. Contribute to team efforts by accomplishing tasks as needed.
8. Ensure graphics are compatible with international video standards (8K/6K/4K/HD/SD) and online platforms.
9. Manage time effectively and meet deadlines for all assigned projects.
10. Give and receive constructive feedback to maintain high visual standards.

### Key Competencies

1. Creative and resourceful, capable of making independent decisions.
2. Committed to journalism and public service broadcasting.
3. Strong teamwork and collaboration skills.
4. Willing to work odd hours and in remote locations if required.
5. Sensitive to gender, race, religion, ethnicity, and cultural diversity.
6. Strong eye for visual composition and attention to detail.
7. Ability to work with various software tools, including Photoshop, Illustrator, InDesign, 3D Max, Blender, After Effects, Premiere, and other relevant tools.

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### **Decision-Making & Accountability**

1. Makes creative decisions on the design, layout, and visual presentation of graphics within the guidelines and objectives set by producers or project leads.
2. Chooses appropriate software, formats, and tools to deliver high-quality graphics for TV, web, and print.
3. Ensures all graphics meet BBS editorial standards, technical requirements, and deadlines.
4. Coordinates with producers, reporters, and technical staff to resolve issues related to graphics production.
5. Maintains accountability for the accuracy, visual quality, and timely delivery of all assigned projects.
6. Suggests improvements to existing designs, workflows, and processes to enhance efficiency and output quality.
7. Reports progress and issues to the supervising officer or head of the relevant department.

### **Qualification & Experience**

#### **a. Educational Qualifications:**

1. Bachelor's degree, diploma, or certificate in Graphics Design or related field.

#### **b. Professional Experience:**

1. Experience as a Graphics Designer or in a related role.
2. Strong portfolio demonstrating graphic design skills and creativity.
3. Understanding of marketing, production, corporate identity, product packaging, advertising, multimedia, and web design.
4. Proficient in MS Word for English and Dzongkha.

### **Reporting Lines**

The Graphic Designer will report directly to the head of Graphics and Editing Unit

### **Mandatory Documents (required to be submitted along with application)**

1. Cover letter addressed to the General Manager, Corporate Services Department
2. Curriculum Vitae (CV).
3. Academic certificates and transcripts.
4. Valid Bhutanese Citizenship Identity Card.
5. Valid audit clearance certificate.
6. Valid security clearance certificate.
7. No Objection letter (if employed)
8. Proof of Work Experience (supporting documents).

Non-submission of any of the above documents or partial submission shall lead to rejection of the application.

