



**ENDANGERED
WILDLIFE TRUST**
Protecting forever, together.

Graphic Designer Vacancy

PURPOSE OF THE POSITION:

The Graphic Designer is responsible for delivering high-quality, strategically aligned visual communication, acting as a custodian of the Endangered Wildlife Trust's brand and ensuring consistent, effective creative output across all platforms that supports engagement, clarity, and response.

This role is central to how the organisation shows up in the world. It is responsible for bringing the EWT brand to life in a way that is visually compelling, credible, and distinct, with the ambition to lead creatively within the conservation sector. The Designer is expected to push beyond functional design, contributing ideas and execution that are innovative, engaging, and impactful.

The role ensures that visual communication drives engagement, strengthens organisational positioning, and supports fundraising outcomes. It further ensures that all visual communication is accessible and inclusive, considering both diverse audience groups and varying accessibility needs.

Working across Marketing & Communications, Fundraising, Conservation and cross-cutting Units, the Designer translates complex work into clear, compelling visual narratives that people connect with and respond to.

This is a high-output role operating in a fast-paced environment, where quick turnaround times are often required. The Designer is accountable for delivering to a high standard, meeting deadlines consistently, and raising the standard of EWT's visual communication across all platforms.

KEY RESPONSIBILITIES:

Strategy & Planning

- Support implementation of the Marketing & Communications Strategy through high-quality, impactful design outputs across print and digital channels.
- Contribute creative thinking to campaigns, fundraising initiatives, and organisational communication to ensure work is engaging, differentiated, and aligned with strategic objectives.
- Contribute to shaping the creative direction of campaigns and key outputs, ensuring strong visual identity, clarity, and audience relevance.

- Take ownership of briefs, proactively refining and strengthening them to improve clarity, effectiveness, and creative impact.
- Plan and prioritise work in line with organisational priorities, campaign timelines, and delivery expectations.
- Ensure all outputs are aligned with messaging frameworks, audience needs, and brand standards.

Brand Stewardship & Creative Impact

- Act as a custodian of the EWT brand, ensuring all visual outputs are consistent, high-quality, and aligned with the organisation's positioning.
- Drive a strong and recognisable visual identity across all platforms and materials.
- Contribute to evolving the EWT visual language in line with the organisation's Future Fit direction.
- Apply design thinking that elevates the organisation's presence, ensuring work is not only correct but compelling and memorable.
- Ensure all outputs consider accessibility and inclusivity, including appropriate use of colour, typography, contrast, and layout to support a range of audience needs.

Creative Execution

- Develop high-quality design outputs across campaigns, digital platforms, reports, events, and field-based materials.
- Translate complex conservation work and scientific content into clear, engaging, and visually compelling narratives.
- Bring creativity and originality to all outputs, ensuring work stands out and captures attention.
- Collaborate with conservation teams to ensure accurate and credible representation of fieldwork and programme activities.
- Maintain a consistently high standard of design across all outputs.
- Deliver work within agreed timelines, often under tight deadlines and shifting priorities.

Fundraising & Campaign Development

- Design campaign assets that are clear, engaging, and structured to drive audience response and donor engagement.
- Contribute to the development of compelling donor-facing content that connects emotionally and communicates impact effectively.
- Ensure all campaign assets are aligned with audience needs, campaign objectives, and brand standards.
- Apply an understanding of audience behaviour to strengthen the effectiveness of campaign creative.
- Collaborate with fundraising teams and paid media specialists to develop and refine campaign assets.
- Develop multiple creative approaches where needed to strengthen campaign performance.
- Deliver campaign assets in line with timelines, often requiring responsiveness and speed.

- Work with campaign and CRM data to inform creative decisions, ensuring design outputs are aligned with audience insights and campaign performance.
- Support the tracking and interpretation of campaign performance, contributing to reporting and identifying opportunities to improve creative effectiveness.

Digital & Content Design

- Design for web, email, social media, and digital platforms, ensuring outputs are engaging, user-centric, and fit for purpose.
- Contribute to the design of donation journeys, landing pages, and email communications to improve clarity and user experience.
- Apply strong information design principles to present complex content in a clear and accessible way.
- Support the development of digital experiences that are visually engaging, intuitive, and effective.
- Apply accessibility best practices to ensure usability across a range of audience needs.

Mentorship & Internal Support

- Support colleagues in applying brand guidelines and design best practice.
- Guide internal stakeholders in improving the quality and consistency of visual outputs.
- Encourage a stronger culture of visual communication across the organisation.

Liaison and Collaboration

- Work closely with Marketing & Communications, Fundraising, and Conservation/Cross-cutting teams to deliver aligned and effective outputs.
- Engage proactively with stakeholders to clarify requirements and strengthen briefs.
- Liaise with external suppliers to ensure quality production and delivery.
- Collaborate across teams to ensure design supports organisational objectives and storytelling.
- Participate in required organisational meetings including Conservation Forum, Conservation Week, and Contact Week.
- Coordinate work plans with the Digital Designer and provide mutual cover during periods of leave, peak workloads, or time-sensitive organisational requirements

Research & Innovation

- Stay current with design trends, tools, and approaches.
- Bring new ideas and approaches to improve the quality and impact of visual communication.
- Contribute to positioning the EWT as a leader in creative communication within the conservation space.
- Use available campaign and audience data to inform design improvements and strengthen the effectiveness of visual communication

Administration & Delivery

- Manage multiple projects simultaneously, ensuring efficient workflow and adherence to deadlines.
- Maintain organised design systems and asset libraries.
- Ensure all outputs meet required standards and specifications.
- Operate effectively in a high-pressure environment with competing priorities.
- Meet deadlines consistently; quick turnaround times are often required.
- Be prepared to work beyond standard hours when necessary to meet critical deadlines and campaign requirements.

Supervision/Management of staff

- No direct reports currently.
- Provide informal guidance and support to junior contributors or external partners where applicable.

Qualifications, competencies and interpersonal skills:

- A Bachelor's degree in Graphic Design or a related field, or equivalent qualifications and/or proven experience supported by a strong portfolio of work.
- Minimum 5 years' experience in graphic design.
- Strong experience in campaign-based and audience-facing design.
- Strong understanding of design principles, typography, and visual communication.
- Experience in digital design (web, email, social).
- Basic understanding of CRM systems and the use of campaign data to inform creative decision-making.
- Excellent communication and collaboration skills.
- Ability to work in a fast-paced environment and manage multiple priorities.
- Understanding of user behaviour and engagement is advantageous.
- Understanding of inclusive and accessible design principles is advantageous.
- Experience in motion graphics or animation is desirable.

The desired candidate should:

- Be highly creative, with a strong eye for design, detail, and visual storytelling
- Be proactive, curious, and motivated to continuously improve the quality and impact of work
- Take ownership and accountability for outputs, ensuring consistent delivery to a high standard
- Be confident contributing ideas and pushing creative boundaries where appropriate
- Be driven to produce work that is impactful, engaging, and memorable
- Be comfortable working under pressure, managing multiple priorities, and delivering to tight deadlines
- Possess strong communication and collaboration skills, with the ability to work effectively across teams
- Be adaptable and open to feedback, with a commitment to continuous learning and improvement

- Demonstrate professionalism, reliability, and sound judgement
- Bring energy, enthusiasm, and a strong work ethic to the role
- ***Given the deadline-driven nature of the Marketing & Communications Department, the incumbent may occasionally be required to work outside standard hours to meet critical deadlines.***

The following experience would be advantageous:

- Experience working in conservation, environmental, or nonprofit organisations.
- Experience designing for fundraising or donor engagement.
- Experience working with CMS platforms.
- Familiarity with CRM and email marketing tools.
- Experience with motion graphics or animation.
- Experience working with print production and suppliers.

Level of decision-making, including limitations:

This position falls under the C-Lower band in the EWT chosen grading system. Jobs in this grade are characterised by a range of activities that can be relatively complex and require detailed understanding of the organisation's mission and context. Work is performed under close supervision but requires judgment by the incumbent. Consequences of failure will impact internally and on the organisation's external credibility but outputs are closely monitored.

Why work for us?

By working for one of the most effective conservation, NGOs in the region, working for the EWT offers the opportunity for growth, personal satisfaction, and fulfilment. We are a highly congenial organisation focusing on staff empowerment, individual development, and building strong relationships. This position is based at the EWT head office in Midrand, Johannesburg. In line with EWT policies, we offer flexible working hours and arrangements, competitive salary and benefits (in line with our sector), and a chance to be part of a strong team of committed conservationists.

Applicants are requested to submit a CV and a detailed cover letter motivation as to how and why they would be the best possible candidate for this position. Only shortlisted candidates will be contacted within 20 days of the closing date. The EWT reserves the right not to make an appointment. All applications will be treated in the strictest confidence. **Closing date for applications 30 April 2026.** To apply please e-mail your CV and a detailed motivation letter to [Application link](#). Applicants who will not have heard from the Endangered Wildlife Trust **by 8 May 2026**, should consider their application unsuccessful.