



## Green Lane NGO Designer



Green Lane NGO is looking for an experienced logo and packaging designer. Minimum of 2 years of experience is required. Proven skills in use of cad programs to create structural designs that are both sales effective and production friendly. Sound knowledge of industry standards as well as creativity in display and packaging to sell are needed. College degree is a plus.

**Job Position Title:** Packaging and logo Designer

**Project:** "Empowerment of Rural Women Through Development of Capacity" Funded by UN Gender Equality Foundation.

**Reports To:** Project Director

**Facility Location:** Armenia, Yerevan

**OPEN TO/ ELIGIBILITY CRITERIA:** All interested and qualified candidates. The candidate will be finally approved for the position after a successful probation period.

**START DATE/ TIME:** 20 November 2018

### 1. Background information

Firstly, the project aims to contribute to the regional, mainly economic empowerment of women groups operating in the regions of the Republic of Armenia. One of the strategic directions is to promote the cultivation of berries and high value crops that has demand in Armenia.

Secondly, the project presents possibilities for women to more actively take part in public and political life, production processes and paid work, thereby stimulating a re-thinking of prevailing role models and stereotypes especially among more conservative parts of society.

#### **The specific objectives of the action are:**

The task will be to develop the complete VIS and packaging graphics

- Umbrella branding Logo (typography and graphics, style and branding identity) creation - 3 options should be provided for approval of one final copy;
- Innovative Packaging design/branding text preparation as per the local legal requirements and up to 2-3 artworks (typography and graphics, style and branding identity) with all the relevant texts and the translation in Armenian which is in line with the local safety standards. 3 options of packaging and other design elements should be provided for approval of one final copy;
- Once the graphics/artwork is ready, the package mock copy development and approval;

The VIS should be developed based on the local production technical opportunities and practical usage on the retail shelves. The VIS should be attractive, differentiated and clear.

#### **The following will be in the below product categories:**

- Fresh and processed berries (preserves)
- Herbs and herbal teas

- Dried fruits
- Wine
- Vinegar

### **Scope of the Tasks**

All tasks and responsibilities are under the direct supervision of the Project Team Leader and the Marketing Specialist. Following tasks are to be assigned to the selected service provider:

- Design and artwork development of the **logo umbrella branding (typography and graphics, style and branding identity), packaging design/branding preparation and up to 2-3 adaptations (typography and graphics, style and branding identity)** based on the brief provided by the Contracting Authority; **mock copy development for the packaging and other materials, such as flyers, price lists** for the beneficiaries;
- At least 3 sample designs should be provided for each of the VIS items to t for the approval for 1 sample which might undergo several changes as well;
- Once approved by the Contracting Authority 3 samples should be printed of the VIS materials and one mock copy of the packaging should be prepared;
- Provision of the high resolution working files in Illustrator or Corel Draw format and in jpg. files format on a carrier

### **Qualifications**

- 2+ years of professional experience in Package Design
- 2+ years of professional experience Adobe Creative Suite (InDesign, Illustrator and Photoshop)
- Strong layout and typography skills, with a great attention to detail
- Experience with the design, preparation, production of the following:
  - Package Design
  - Logo Development
  - Advertising (billboards, magazines, flyers, inserts, coupons, booklets)
  - Sales collateral (brochures, sell sheets, catalogs, posters, banners)
  - Corporate Collateral (business cards, stationery, forms)
  - Branding guidelines and style guides
- Excellent time management skills
- Ability to meet tight deadlines and take direction
- Able to manage projects from conception to execution
- Ability to work independently as well as in partnership with the creative team

**APPLICATION PROCEDURES:** Please send a CV highlighting the experience and a motivation letter to: office@greenlane.am. Please clearly indicate the position title you are applying for or else your application will be disregarded. Only selected candidates will be contacted for an interview.

**OPENING DATE:** 14 November 2018

**APPLICATION DEADLINE:** 19 November 2018

**ABOUT COMPANY:** Green Lane NGO became one of the pioneer organizations in Armenia that adapted and put in practice the concepts of participatory approaches to the rural development; community- and farmer-driven research and activities; and the principle of empowering women, poor villagers and other vulnerable groups to take part in the decision-making process.