



Terms of Reference (ToR) for Graphic Design Intern

Position Title	Graphic Design Intern
Organization	Road Safety Action International (RSAI)
Location	Monrovia, Liberia
Duration	12 months
Reports To	Road Safety Awareness Team Lead

1. Background

Road Safety Action International (RSAI) is a for-impact organization dedicated to promoting road safety awareness, education, and advocacy. RSAI collaborates with government bodies, community stakeholders, and international partners to reduce road traffic crashes and enhance the safety of vulnerable road users in Liberia, Sierra Leone and The Gambia. To support our efforts, we are seeking a motivated Graphic Design Intern to join our team.

2. Purpose of the Role

The Graphic Design Intern will support RSAI's Awareness and Education Program in creating visually and educative designs for campaigns, events, and other organizational activities. The intern will help convey RSAI's message effectively through graphics that resonate with diverse audiences.

3. Key Responsibilities

The Graphic Design Intern will be responsible for:

❖ Design and Development:

- Creating graphics for road safety campaigns, social media posts, flyers, posters, banners, and brochures.
- Designing visual content for reports, presentations, and proposals.
- Developing infographics to illustrate key statistics and messages.

❖ Brand Management:

- Ensuring all designs adhere to RSAI's brand guidelines and reflect the organization's mission and vision.
- Maintaining consistency in style, color schemes, and typography across all materials.

❖ Collaborative Projects:

- Working closely with the Road Safety Awareness Team Lead to brainstorm creative concepts.
- Collaborating with program teams to understand project objectives and deliver graphic solutions.



❖ **Content Adaptation:**

- Adapting designs for multiple platforms, including social media, print, and website use.

❖ **Other Duties:**

- Assisting with photography and video editing as needed.
- Supporting event coordination by creating event-related visuals.

4. Required Qualifications and Skills

- Be a junior or graduating senior studying in the field of Computer Science, Information Technology or other related fields.
- A diploma/certificates in Graphic Design, Visual Communication, Content Creation and Social Media Management or a related field is required.
- Proficiency in design tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva or equivalent software is required.
- A year or two experience in working with these design tools including: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva or equivalent software.
- Skill in video editing software such as Adobe Premiere Pro, Final Cut Pro, Canva, and CapCut is an advantage
- Strong visual storytelling and conceptual thinking skills.
- Ability to produce high-quality, innovative designs under tight deadlines.
- Excellent verbal and written communication skills.
- Ability to work collaboratively in a team environment.
- High level of accuracy and keen eye for detail.
- A portfolio showcasing previous design work is required.

5. Benefits

- Practical experience working with a nonprofit organization.
- Mentorship from experienced professionals.
- Opportunity to contribute to impactful road safety initiatives.
- Letter of recommendation upon successful completion of the internship.
- Opportunity to officially join RSAI team as a full-time employee is available base upon performance



- Compensation for transportation and feeding will be provided monthly.

6. Application Process

Interested candidates should submit:

- A cover letter expressing interest in the position.
- A resume or CV detailing educational background and experience.
- A portfolio of graphic design work (PDF or link).

Applications should be sent to info@roadsai.org from **December 23, 2024** to **January 17, 2025**
@ 11:59 PM.