



## Terms of Reference

### Graphic design internship

Twelve-month contract, with the possibility to extend

5 August 2022

Prepared by FinMark Trust

## 1. About FinMark Trust

FinMark Trust (FMT) is an independent trust whose purpose is to make financial markets work for the poor by promoting financial inclusion and regional financial integration. FMT does this by conducting research to identify the systemic constraints that prevent consumers from accessing financial markets, and by advocating for change based on research findings. Thus, FMT has a catalytic role, driven by its purpose to start processes of change that ultimately lead to the development of inclusive financial systems that can benefit all sectors.

## 2. Scope of work

FMT requires the skills of a young graphic designer looking to gain work experience. This designer will support the development and enhancement of FMT's messaging through the design and formatting of visual presentations and reports. The designer will be tasked with encouraging visual thinking within the organisation and the development of impactful data visualisations and infographics with support from the Interactive Manager and the Digital Communications Specialist. The designer will also assist the Digital Communications Specialist with the communication of FMT's work via social media channels.

The Design Intern will report to the Head of Knowledge Management and will work in the Knowledge Management Team supported by a Digital Communications Specialist and Interactive Manager. The Knowledge Management Team supports all teams within FMT with their design and communications needs and the intern will interact with colleagues from the Data and Analytics Team, the Programmes Team, the Operations Team and the CEO. The intern will occasionally be expected to work with external suppliers such as printers, editors or contracted designers but will not be expected to work with external clients.

## Specific duties of the Design Intern

Medium/task	Responsibilities
PowerPoint presentations	<ul style="list-style-type: none"> <li>• Development of customised, on brand, PowerPoint templates based on briefs provided by FMT staff members</li> <li>• Formatting of presentations developed by other staff members to ensure neatness and alignment with FMT brand</li> <li>• Development of visual aids, visualisations and infographics in collaboration with data and programme specialists</li> </ul>
Written reports	<ul style="list-style-type: none"> <li>• Development of customised, on brand, word templates based on briefs provided by FMT staff members</li> <li>• Formatting of word reports developed by other staff members to ensure neatness and alignment with FMT brand and reporting template</li> <li>• Development of reports in InDesign for publication on the FMT website under the guidance of the Interactive Manager</li> <li>• Development of visual aids, visualisations and infographics for inclusion in written reports in collaboration with data and programme specialists</li> </ul>
Visualisation	<ul style="list-style-type: none"> <li>• Development of data visualisations based on briefings from data and programmes specialists</li> <li>• Development of visualisations without briefing to demonstrate how messaging can be more visual to promote better visual communication</li> <li>• Development of visuals and imaging to promote greater interest for social media posts</li> </ul>
Social media	<ul style="list-style-type: none"> <li>• Drafting wording and imagery for social media posts</li> <li>• Upload posts</li> <li>• Monitor interaction with FMT social media</li> </ul>
Events	<ul style="list-style-type: none"> <li>• Assist the Interactive Manager with event hosting of digital events</li> </ul>
Ad hoc design support	<ul style="list-style-type: none"> <li>• Design based on ad hoc requirements eg event invitations, internal communications campaigns etc</li> </ul>

### 3. Required qualifications

The Design Intern is required to have an advanced diploma or bachelor's degree. No prior work experience is required, however, beyond graphic design, complete courses in digital communications, writing or research will be advantageous. Demonstrable evidence that the intern has an interest in economic and sustainable development or charitable work will be an advantage.

The intern must be proficient in:

- Microsoft Office, specifically Word and PowerPoint
- Photoshop
- Illustrator and
- InDesign.

The intern must:

- Be detail oriented
- Be able to plan and organise their work and manage their time
- Be able to prioritise based on multiple, conflicting tasks and deadlines
- Have strong interpersonal skills
- Be able to work both independently and within a team

#### **4. Location and working arrangement**

The FinMark Trust offices are located in Midrand and FMT operates on a hybrid working approach with staff working two days per week in the office and the remainder at home. For the initial three months of employment, the intern may be required to work more than two days in the office as they learn and require more direct in-person training from their Knowledge Management colleagues.

FMT has a flexible working policy, where staff are expected to be contactable from 9 am until 3 pm on Monday to Thursday and 9 am to 12.30 pm on Fridays. Work requirements will require work beyond these hours however this is flexible for the employee and they can manage their schedules around this.

#### **5. Contract and benefits**

This internship is a twelve-month contract with a competitive salary. This role aims to provide work experience for a young person to take beyond FMT however on the completion of the twelve months the contract may be extended depending on the FMT need, the candidate's desire to continue in the role as well as their performance.

## 6. How to apply

If you are interested in applying for this position, submit your application and cover letter to [ShirleyJ@FinMark.org.za](mailto:ShirleyJ@FinMark.org.za).

If no communication has been received from FMT after one month of your submission, please consider yourself as unsuccessful.