



Call for Expression of Interest

Post Title:	Senior Graphic Design Specialist	Duty Station:	Madrid, Spain
Reference:	UNWTO/HHRR/CFE/04/COMM/2026	Start Date:	As soon as possible
Area/Type:	III/5B	Duration:	6 monthsfl
Department:	Communications	Deadline for Applications:	08 April 2026
Contractual Status:	Service Contract		

DUTIES AND RESPONSIBILITIES

The **World Tourism Organization (UN Tourism)** is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

UN Tourism is currently looking for a **Senior Graphic Design Specialist** for its **Communications Department**. The Communications Department contributes to positioning tourism in the 2030 Agenda for Sustainable Development, increasing the digital footprint, as well as generation the strategic media relations of UN Tourism. The work of UN Tourism Communications Department is cross cutting to the Organization and needs an effective internal exchange with all departments to ensure overall coherence.

Under the supervision of the Chief, Communications Department, the incumbent performs the following duties:

1. Provides strategic and conceptual design support to all departments in the development of high-quality graphic materials, including publications, flyers, brochures, factsheets, newsletters, and other digital or printed assets, ensuring alignment with institutional objectives;
2. Advises and supports departments in the conceptualization and production of promotional materials such as webinars, Save the Dates, social media visuals, mailings, tables of contents (including the UN Tourism Calendar of Events), and other digital or printed visual resources;
3. Provides analytical and design support for outreach and visibility materials, including press releases in PDF format, website content, and CRM-related communication assets;
4. Contributes to the conceptual development and design of internal and external presentations, media highlights, and strategic communication materials, advising stakeholders on narrative coherence and visual storytelling;
5. Conceptualizes and supports the production of videos and animations, contributing innovative visual solutions aligned with communication strategies;
6. Contributes to the conceptual and graphic development of communication materials for: (a) Key global events such as World Tourism Day, international tourism trade fairs, and UN Tourism participation in UN-level and other international organizations' events; and (b) Statutory meetings, including the Executive Council, the General Assembly, and the Regional Commissions;
7. Carries out ongoing strategic updates and enhancement of UN Tourism website visuals, including banners, icons, branding elements, and related assets, ensuring consistency with evolving institutional identity;

8. Develops, maintains, and evolves the visual identity of the UN Tourism Ambassadors Programme, ensuring a distinctive and coherent look and feel aligned with the initiative led by the Secretary-General;
9. Designs and analyzes data-driven infographics for social media, the Tourism Barometer, and the Dashboard, translating complex information into clear and engaging visual formats;
10. Provides conceptual and design advisory support in the preparation, structuring, and visual coherence of the Tourism Doing Business reports;
11. Contributes to the development and implementation of a new design framework and editorial line for the TravelTech & Venture Investments reports, ensuring consistency across publications and alignment with innovation and investment narratives;
12. Advises internal stakeholders on the consistent application of the Organization's visual identity and design standards, particularly in relation to newsletters, publications, and flagship reports;
13. Performs other related duties as required, contributing innovative and strategic design solutions in support of organizational priorities.

REQUIREMENTS

- Academic**
- Advanced university degree in Graphic Design, Visual Communication, Digital Media, Multimedia Design or in a field related to the activities of the department; a university degree in another discipline may be accepted in lieu if it is pertinent to the requirements of the post and in combination with relevant professional experience.
- Experience**
- At least five years of relevant work experience in graphic design, visual communication, or digital media design.
- Languages**
- Fluency in English is essential;
 - Good working knowledge of another of the official languages of the Organization (Arabic, Chinese, French, Spanish or Russian) is an asset.
- Computer Skills**
- Advanced proficiency in Graphic Design software such as Adobe Creative Cloud, including InDesign, Photoshop, Illustrator, Premiere Pro and Dreamweaver);
 - Strong working knowledge of MacOS and Windows operating systems.
- Other Skills and Competencies**
- Knowledge of Customer Relations Management (CRM) platforms;
 - Knowledge of HTML, CSS and Java script languages;
 - Skilled in specialized graphic layout and design for Arabic, Chinese, and Russian content;
 - Ability to work under minimum supervision;
 - Good judgment, discretion and respect for confidentiality;
 - Good communication skills (spoken and written);
 - Excellent planning and organizational skills;
 - Ability to work harmoniously with people in an international environment;
 - Previous experience in the United Nations or another international organization would be a strong asset.

Remuneration and Other Conditions The monthly remuneration of the selected candidate would be in the based range of EUR 2,200 – EUR 2,600, depending on previous professional experience, skills and competencies. The Service Contract holder will be affiliated to the UN Tourism health insurance plan (co-shared scheme in conformity with the Organization’s procedures). The Organization will contribute 13% of the aforementioned monthly remuneration to the individual’s pension scheme.

Application Procedure Interested applicants are requested to complete the [Online UN Tourism Personal History Form](#). Please note that UN Tourism will only accept applications received through our web-based system. Applications sent by other means (e.g. post, email, etc.) or received after the deadline indicated above, will not be taken into consideration.

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- **As per UN Tourism’s policy on contractual mechanisms, the maximum length of service for Service Contracts shall be limited to three years, extendable on an exceptional basis up to a total of four years;**
 - Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful;
 - Short-listed candidates may be asked to take a competitive exam and/or interview as part of the final phase of the selection process. These candidates will be contacted directly for this purpose;
 - **There is no guarantee either that the initial contract will be renewed or that a career appointment within UN Tourism will subsequently be offered. Any extension beyond the advertised duration is subject to the availability of funds and necessities of service.**