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EVEC Athens — Erasmus+ Traineeship: Graphic Designer

European Voluntary and Educational Center Athens (evec.org.gr)

This document describes the intern profile EVEC Athens is seeking through Erasmus+ traineeship mobility. It is intended to be shared with sending institutions and their Erasmus offices to facilitate candidate matching.

1. About the Host Organisation

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| Organisation | European Voluntary and Educational Center Athens (EVEC Athens) |
| Legal form | Non-profit NGO registered in Greece |
| Sector | Non-formal education, youth mobility, VET cooperation, sustainability |
| Erasmus+ status | KA1 Youth Accreditation (active) · ESC Quality Label · KA220-VET project coordinator |
| PIC / OID | 909448430 / E10172681 |
| Core activity | Microgreens-based pedagogy integrating STEM, circular economy, entrepreneurship, and VET across multiple EU projects (KA151-YOU, KA210-YOU, KA220-VET) |
| Location | Athens, Greece (Group 2 — medium cost of living for Erasmus+ grant purposes) |
| Working languages | English (primary), Greek (beneficial but not required) |
| Supervision | Dedicated mentor/supervisor per trainee; weekly check-ins; structured learning outcomes aligned with Learning Agreement |

2. Digital Infrastructure and Marketing Ecosystem

EVEC Athens operates a comprehensive digital marketing ecosystem guided by a defined marketing strategy. The organisation has built full digital ecosystems around two web properties (evec.org.gr and microgreens.org.gr), each with a coordinated presence across six channels, and is preparing to build the same ecosystem around a third property (volunteer.org.gr) from the ground up. All EVEC websites are non-profit properties operated within the framework of Erasmus+ and ESC projects, hosted on a professional Hostinger account with domain management, SSL, cPanel, and performance optimisation.

The infrastructure is in place and operational. What EVEC needs now is a **Graphic Designer** — the person who gives EVEC a visual identity worthy of its Erasmus+ and ESC work. Right now, EVEC has the content, the strategy, and the platforms — but the visual layer is inconsistent: social media posts across the three ecosystems don't share a recognisable look, project dissemination materials are created ad hoc without templates, and the websites lack the polished visual treatment that peer organisations achieve. The Graphic Designer will solve this — building a cohesive brand system from colour palettes and typography to social media templates and Erasmus+ dissemination materials, then producing the visual content that the Social Media Coordinator publishes, the Web Content Manager uploads, and the Marketing Strategist includes in campaigns.

Web properties and their status:

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| evec.org.gr | Organisation website — WordPress/Blocksy Pro + MathRank SEO Pro. Full social media ecosystem established and functioning: Facebook, Instagram, TikTok, YouTube, LinkedIn. Google Ads Grant active. Google Analytics integrated. |
| microgreens.org.gr | Thematic project website — 100+ articles on microgreens pedagogy, STEM, sustainability. WordPress/Blocksy Pro + MathRank SEO Pro. Full social media ecosystem established and functioning. |
| volunteer.org.gr | ESC and volunteering portal — website live on WordPress/Blocksy Pro with MathRank SEO Pro, Google Analytics, and Google Ads Grant. Social media ecosystem needs to be built from scratch. |

Shared professional tools (available across all three ecosystems):

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| Hostinger hosting | Professional hosting with cPanel, domain management, SSL, performance optimisation, email hosting, and backups. |
| WordPress + Blocksy Pro | Premium WordPress theme on all sites — advanced header/footer builder, custom layouts, dynamic content blocks. |
| MathRank SEO Pro | Professional SEO plugin — keyword optimisation, meta descriptions, schema markup, XML sitemaps, content scoring. |
| Google Ads Grant | 10,000 USD/month in free Google Search advertising via Google for Nonprofits. |
| Google Workspace | Google Workspace for Nonprofits — professional email (@evec.org.gr), Drive, Docs, Sheets, Calendar. |

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| Canva Pro | Canva for Nonprofits — premium templates, brand kits, content planner for graphics and marketing materials. |
| YouTube Studio | YouTube for Nonprofits — custom thumbnails, end screens, cards, community posts. |
| Meta Business Suite | Centralised management of all Facebook and Instagram accounts — scheduling, inbox, insights, advertising. |

3. Position: Graphic Designer

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| Position title | Graphic Designer |
| Area / department | Visual Design and Brand Identity |
| No. of positions | 1–2 per intake period |
| Duration | 3–6 months (minimum 2 months; 4–5 months preferred) |
| Weekly hours | 30–35 hours per week |
| Format | On-site in Athens, Greece (hybrid possible for specific tasks) |
| Start approximately | Immediately — trainees can start as soon as the Learning Agreement is signed. Flexible alignment with sending institution call calendar. |
| Erasmus+ grant | Students receive approx. 500–550 EUR/month from their sending institution (Greece = Group 2). |
| Study level | VET Diploma (EQF 5), BA, or MA |
| Linguistic skills | English: B1 minimum (working language) · Greek: not required · Other EU languages: welcome |
| IT skills | Canva Pro, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, CapCut / DaVinci Resolve, WordPress (Blocksy Pro) |
| Facilities provided | Professional workspace at EVEC Athens, full orientation to the city, dedicated supervisor, integration into multicultural project team, support with accommodation search |
| Application deadline | Rolling — applications accepted year-round. Early contact recommended to align with sending institution call deadlines. |
| Contact | erasmus@evec.org.gr |

4. Candidate Profile — Who We Are Looking For

This is the **creative production role** in EVEC's communication team. While the Marketing Strategist decides what campaigns to run and the Multilingual Content Writer produces the text, you are the person who gives everything a visual form. When the Strategist needs an Instagram carousel for an ESC volunteer recruitment campaign, you design it. When the Content Writer finishes a blog article about microgreens pedagogy, you create the featured image that makes people click. When EVEC presents project results at an Erasmus+ multiplier event, you design the slides, the poster, and the roll-up banner. Your output is everywhere — on six social media platforms, three websites, in email newsletters, at physical events, and in project deliverables sent to the European Commission. Nothing EVEC publishes looks good without you.

The ideal candidate is enrolled in Graphic Design, Visual Communication, Communication Design, Multimedia Arts, or a similar programme and has a strong eye for composition, typography, and colour. You don't need to write copy — EVEC has a Content Writer for that. You don't need to build WordPress pages — EVEC has a Web Content Manager. What you need is the ability to take a brief from the Marketing Strategist ('we need a Facebook ad for ESC recruitment targeting 18–25-year-olds in Southern Europe') and produce a polished, on-brand visual asset that converts. A portfolio is essential — student projects, personal work, and class assignments are all welcome. Prior professional experience is not expected; what matters is demonstrable visual quality.

Your role in a multicultural team — how the Graphic Designer connects to other profiles:

EVEC's communication team is a multicultural, cross-functional unit composed of up to five Erasmus+ trainees from different EU countries and academic backgrounds, working together in Athens. As the Graphic Designer, you are the visual engine — every other team member's output depends on your work to reach the audience in a compelling, professional form. You receive creative briefs from the Marketing Strategist, text from the Content Writer, UX specifications from the UX Strategist, and publishing requirements from the Web Content Manager — and you transform all of it into visual assets. Here is how your role intersects with each team member:

You → Marketing Strategist

The Marketing Strategist writes campaign briefs specifying: target audience, platform, format (carousel, story, banner, thumbnail), message, and deadline. You design the visual assets. The Strategist reviews whether your output aligns with campaign objectives and audience expectations — not just aesthetics. For Google Ads campaigns, you create display ad variations that the Strategist tests against different audience segments. Your creative output directly affects campaign performance metrics: click-through rates, engagement, and conversion.

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| You → Social Media Coordinator | The Social Media Coordinator publishes 3–5 posts per week per ecosystem across six platforms. You are the person who produces the visual content they post: Instagram carousels, Facebook cover images, TikTok video thumbnails, LinkedIn article headers, YouTube Shorts covers, and Story templates. You build a library of reusable Canva Pro templates so the Coordinator can produce simple posts independently, while you handle complex designs and campaign-specific assets. |
| You → Web Content Manager | The Web Content Manager publishes content on three WordPress sites. You provide the visual layer: featured images for articles, custom page graphics, hero banners, and branded visual elements. You deliver assets in web-ready formats (WebP, optimised PNG/JPEG, correct dimensions for Blocksy Pro's image slots). The Web Content Manager uploads them with proper file naming, compression, and alt text — but the visual quality starts with you. |
| You → Multilingual Content Writer | The Content Writer produces articles, open calls, and newsletters in multiple languages. You design the visual elements that accompany written content: infographics that summarise project results, quote cards that highlight participant testimonials, header images that set the tone for each article, and email newsletter templates in Canva Pro or Mailchimp. When the Writer creates content for different audiences (youth vs. institutional), you adapt the visual style to match the tone. |
| You → UX / Web Strategist | The UX Strategist produces wireframes for page redesigns and navigation improvements. You translate wireframes into visual designs: choosing colours, imagery, and visual hierarchy for new page layouts that the Web Content Manager then implements in WordPress. Your visual work operates within the UX Strategist's structural recommendations — beauty that serves usability, not decoration. When the UX Strategist identifies that a landing page needs a stronger visual CTA, you design it. |

Ideal fields of study (in order of relevance):

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| 1. Primary | Graphic Design, Visual Communication, Communication Design |
| 2. Strong | Multimedia Arts, Digital Design, Illustration, Animation |
| 3. Good | Media Studies with visual production focus, Digital Marketing with design concentration, Fine Arts with digital portfolio |
| 4. Acceptable | Communication Sciences, Architecture — if the candidate has a strong design portfolio and demonstrable visual communication skills |

* Italian CUN codes for reference: L-4 (Communication Design), LM-12 (Design), DAPL06/DASL06 (Graphic Design at Accademie di Belle Arti). Equivalent programmes from any EU country are equally accepted.

Required skills and competencies:

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| Visual identity design | Create a cohesive brand identity system for EVEC's three ecosystems: colour palettes that work across web, social, and print; typography hierarchies for headings, body text, and captions; logo usage guidelines; and a visual style that is recognisably 'EVEC' whether someone sees it on Instagram, in a PDF report, or on a roll-up banner. |
| Social media design | Design platform-specific visual assets at production pace: Instagram carousels (1080x1080), Stories (1080x1920), Facebook ads (1200x628), LinkedIn article headers (1200x627), YouTube thumbnails (1280x720), and TikTok covers. EVEC runs three ecosystems x six platforms — you will produce dozens of assets per week. Speed and consistency matter as much as creativity. |
| Template building | Build reusable Canva Pro template libraries that other team members can use for recurring content: open call announcements, event promotions, project result summaries, participant testimonials, partner spotlights. Good templates let the Social Media Coordinator produce simple posts without needing you for every single one — freeing you for complex work. |
| Infographic and data visualisation | Translate project data into visual stories: how many volunteers EVEC hosted this year, what microgreens teach students about STEM, how an Erasmus+ project progressed from application to results. These infographics appear in project reports, on social media, and in dissemination materials. |
| Video editing | Edit short-form video for Reels, TikTok, and YouTube Shorts: cut footage, add text overlays and lower thirds, apply transitions, colour-correct, and export in platform-specific formats. EVEC documents activities, events, and microgreens cultivation — raw footage exists; it needs a designer to make it publishable. |
| Print and event design | Design materials for physical presence: roll-up banners for Erasmus+ multiplier events, A3 posters for local promotion, event programmes, participant certificates, and project brochures. Erasmus+ projects require visible dissemination materials — this is a grant obligation. |

Desirable skills (not required, but valued):

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| Adobe Creative Suite | Photoshop for photo editing and compositing, Illustrator for vector graphics and logos, InDesign for multi-page print documents, Premiere Pro or After Effects for video and motion. Canva Pro is EVEC's primary tool, but Adobe proficiency elevates output quality significantly. |
| Photography | Document EVEC activities, events, and microgreens cultivation with a camera or smartphone at professional quality. Build an organised photo archive tagged by project, date, and content type. Strong photography reduces dependence on stock images and gives EVEC authentic visual content. |
| Motion graphics | Animated social media content: logo reveals, text animations, animated infographics, short explainer loops. Movement stops the scroll — animated posts consistently outperform static ones on every platform. |

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| Figma | UI design for web pages, component libraries for the design system, and collaborative prototyping with the UX Strategist. Useful for designing page layouts that the Web Content Manager implements. |
| WordPress visual implementation | Implement visual designs directly in WordPress/Blocksy Pro: custom headers, hero sections, page layouts, and branded visual elements. Not required — the Web Content Manager handles this — but valuable for rapid visual iteration. |
| EU visual communication norms | Understanding of Erasmus+ and ESC visibility requirements: EU flag placement, funding acknowledgement text, programme logos, and the specific visual standards expected on project dissemination materials. |

Personal qualities:

Visually fluent — you communicate through images instinctively; when someone describes a concept, you see the layout before they finish the sentence. **Fast and prolific** — EVEC’s three ecosystems need dozens of visual assets per week; you thrive on volume and don’t let perfectionism slow down production. Good enough on time beats perfect next week. **Brand-disciplined** — once the brand system is established, you apply it consistently across every asset. **Brief-responsive** — you work from briefs provided by the Marketing Strategist and respond to feedback without taking it personally; design at EVEC serves strategic objectives, not personal expression. **Culturally aware** — comfortable working in a multicultural team in Athens with colleagues from different EU countries, and sensitive to visual conventions across European cultures.

5. Key Tasks During the Traineeship

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| Brand identity system | Develop (or overhaul) EVEC’s visual identity across all three ecosystems. Produce a brand guidelines document covering: primary and secondary colour palettes with hex/RGB values, typography hierarchy (web and print), logo usage rules with minimum size and clear space, iconography style, photography style direction, and platform-specific format specs. This document becomes the reference that every team member uses to maintain visual consistency — including after you leave. |
| Social media asset production | Produce visual assets for 3–5 posts per week per ecosystem across Facebook, Instagram, TikTok, LinkedIn, and YouTube. Work from the content calendar set by the Marketing Strategist and coordinate with the Social Media Coordinator on publishing deadlines. Build a library of Canva Pro templates for recurring formats. |
| Erasmus+ dissemination design | Design project dissemination materials required by Erasmus+ grant obligations: project result infographics, visual summaries for the Erasmus+ Project Results Platform, multiplier event posters and banners, participant certificates, and presentation slides. Ensure all materials include correct EU funding acknowledgement. These are formal deliverables — EU evaluators review their quality. |
| Video content production | Edit short-form video for Reels, TikTok, and YouTube Shorts using CapCut, DaVinci Resolve, or similar. Process raw footage from EVEC activities, microgreens workshops, and Athens life into engaging 15–60 second clips with text overlays, transitions, music, and branded end cards. Coordinate with the Social Media Coordinator on posting schedule and platform-specific formats. |
| Photography and visual archive | Photograph EVEC activities, events, microgreens cultivation, team life, and Athens contexts for the content library. Build an organised photo archive in Google Drive or a DAM system, tagged by project, date, content type, and usage rights. This archive serves the entire team: the Social Media Coordinator for posts, the Content Writer for article images, and the Web Content Manager for website visuals. |
| Website visual design | Improve the visual presentation of all three WordPress/Blocksy Pro sites. Design custom hero banners, featured images, page section graphics, and branded visual elements. Deliver assets in web-ready formats to the Web Content Manager for implementation. Collaborate with the UX Strategist to ensure visual designs support usability: clear visual hierarchy, readable text over images, and CTA buttons that are visually prominent. |
| Print and event materials | Design materials for EVEC’s physical presence at Erasmus+ events: roll-up banners (85x200cm), A3/A2 posters, event programmes, project brochures, and name badges. Prepare print files with correct bleed, CMYK colour profiles, and resolution (300dpi minimum). Erasmus+ multiplier events require professional-quality printed materials — this is part of the grant’s dissemination obligation. |
| Design system and template handover | Before the traineeship ends, ensure that EVEC’s visual system is transferable: brand guidelines documented, Canva Pro templates organised and labelled, Figma files structured, photo archive tagged, and a brief design operations guide explaining where everything lives and how to use it. The next Graphic Designer trainee should be able to start producing on-brand content within their first week. |

6. Learning Outcomes

By the end of the traineeship, the Graphic Designer will leave with a portfolio of **real visual design work** — not hypothetical briefs, but published assets that real European audiences have seen on social media, websites, and at Erasmus+ events. These learning outcomes are specific to the creative production and brand-building nature of this role:

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| (a) Brand identity system | Design and document a complete visual identity for a European NGO: colour palettes, typography, logo usage, photography direction, and platform specs. Having “designed the brand identity for an Erasmus+ organisation operating three web ecosystems” on your CV is a tangible, portfolio-ready achievement that demonstrates systematic design thinking. |
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| (b) High-volume social media production | Produce dozens of visual assets per week for six social media platforms across three ecosystems. This volume of real, published work — with engagement metrics you can cite — is evidence of production capacity that agencies and in-house teams look for. |
| (c) Template library design | Build a scalable Canva Pro template system that non-designers can use to maintain brand consistency. Designing for others to use (not just designing for yourself) is a senior design competency. |
| (d) Erasmus+ dissemination materials | Create project dissemination materials that meet EU visibility requirements and are reviewed by Erasmus+ evaluators. Understanding how to design within institutional constraints (mandatory logos, specific acknowledgement text, formal document formats) is directly transferable to corporate, governmental, and institutional design roles. |
| (e) Short-form video production | Edit and publish short-form video content (Reels, TikTok, YouTube Shorts) that receives real engagement. Video editing for social media is the fastest-growing design skill in the job market. |
| (f) Professional photography archive | Build and curate a photo archive documenting an NGO's activities, events, and projects. Your photographs become part of EVEC's permanent content library. |
| (g) Cross-functional creative collaboration | Work as the visual engine in a multicultural team: receive briefs from the Marketing Strategist, respond to UX constraints from the UX Strategist, coordinate deliveries with the Web Content Manager and Social Media Coordinator. Managing creative work across five stakeholders with different priorities and cultural backgrounds is real-world agency experience. |
| (h) Print design for events | Design and prepare print-ready materials (banners, posters, brochures) for Erasmus+ multiplier events. Print production — CMYK, bleed, resolution — is a fundamental design skill. |
| (i) EU visual communication norms | Understand Erasmus+ and ESC visibility requirements: EU flag placement, programme logo usage, funding acknowledgement text, and the visual standards expected on project deliverables. This institutional design knowledge is directly applicable to any EU-funded project, government communication role, or international organisation. |
| (j) International teamwork | Work daily in a small, multicultural NGO team in Athens alongside colleagues from different EU countries and academic backgrounds. Navigate cultural differences in aesthetic preferences, visual communication conventions, and feedback styles — a transferable competence valued by every international employer, agency, and design studio. |

Career positioning: This traineeship positions you for roles in **graphic design, brand identity design, social media design, visual content production, NGO communications design, or creative direction**. The combination of building a brand system from scratch, producing at social media volume, designing within EU institutional constraints, and collaborating across disciplines in a multicultural team is what distinguishes this from a typical design internship. You will leave with a portfolio of published work, a brand system you designed, and proof that you can produce quality at scale under real deadlines.

7. ESC Development Pathway

EVEC Athens holds the ESC Quality Label and regularly hosts long-term European Solidarity Corps volunteers. Trainees who demonstrate strong engagement and mutual fit during their Erasmus+ placement may be offered a fully funded 12-month ESC volunteering position covering accommodation, living allowance, travel, insurance, and language support. This represents a potential pathway of up to 18 months with EVEC in Athens — transforming a short-term traineeship into a substantial career-building experience.

8. How to Apply

Interested students or their Erasmus offices should contact EVEC at erasmus@evec.org.gr with:

1. CV highlighting relevant experience or coursework
2. Motivation letter (max 1 page) explaining interest and learning goals
3. Portfolio or links to relevant work (student projects welcome)
4. Confirmation of Erasmus+ traineeship grant eligibility from sending institution
5. Preferred dates and duration

EVEC responds within 10 working days with a Letter of Acceptance if suitable, after which the tripartite Learning Agreement is finalised.

Blagoj Ristov, Founder and Director — EVEC Athens

erasmus@evec.org.gr · www.evec.org.gr · PIC: 909448430 · OID: E10172681