



JOB DESCRIPTION

Prepared by: Digital Marketing Manager
Date: 20-06-2024

Approved by - Head Marketing / Registrar / Director
Date:

Job Title

Graphics Designer

Reports to

Digital Marketing Manager

Duties and Responsibilities:

- Create visual text and imagery concepts by hand or with the help of computer software
- Communicate ideas that inspire and captivate consumers
- Develop the production design and overall layout for advertisements, magazines, banners, products, brochures, and more.
- Design graphics to meet specific promotional and commercial needs like logos, packaging, displays, or imagery for digital and printable products
- Decide how images and text work to fit a specific layout and size.
- Collaborate with copywriters for text design and creation
- Create infographics that make complex ideas more accessible
- Test graphics across various media
- Create relevant graphics posts for the needs of a creative team like blogs, social posts etc.
- Conceptualization and Ideation
- Visual Branding and Identity
- Communicate concepts and designs to Managers, Heads, Deans, and Directors before incorporating them into revised designs.
- Amend designs based on stakeholder and client feedback
- Scan final graphic designs for typos and errors before publishing
- Upskill to keep up-to-date with the latest tools and technologies

Qualifications:

- Bachelor's Degree (or higher) in Graphic Design, Visual Arts, or Related Field
- 2+ Years of Experience with Graphic Design or Professional Design
- Adaptability
- Communication Skills
- Attention to Detail
- Critical Thinking
- Subject Matter Expertise
- Passionate, and engaged in graphics design