

**TITLE** : **Graphic Designer**  
**DEPARTMENT** : **Digital Marketing**  
**REPORTS TO** : **Head Sales & Marketing**

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**General Responsibilities:**

- To design all collaterals for the company.
- To ensure brand guidelines are followed for every collateral that is designed for the company.

**Specific Responsibilities:**

- To design all Ad Creatives, Collaterals and Brand Artwork for the company.
- To follow the approved brand guidelines while designing all the creatives.
- Conceptualizing visuals based on requirements. To understand and execute the design briefs (given by Marketing Head / other departments) to create artworks in the required specifications.
- To design visually appealing and clear artwork.
- To design artwork depending on the platform, design requirement, art work specification and platform best practices.
- To ensure images used in artworks are royalty free, approved and legal.
- To ensure all artworks are of optimum quality & high resolution.
- To adhere to the deadline provided for artwork to be submitted further for campaigns / advertising activity.
- Creating images and layouts using design software.
- Designing graphics for various media.
- Develop illustrations, logos and other designs using design software.
- Use the appropriate colours, fonts and layouts for each graphic.
- Work with copywriters and marketing head, amend designs after feedback to produce final design



- Ensure final graphics and layouts are visually appealing and as per brand guidelines.
- To be up to date with the latest creative design tools, best practices and trends in the ad design industry.

## JOB SPECIFICATION

Knowledge & Skills	Disposition /Personality
Diploma / Degree in Design - BFA (Graphics)	Creative
Familiarity with design software and technologies - Adobe Photoshop, Illustrator, In-design, Premier Pro, Adobe Animation, Coral Draw, Dreamweaver	Self-motivated
Excellent creative/design skills	Ability to design in pressure & handle multiple tasks in limited time period
A keen eye for aesthetics and details	Multi - Tasker
Good communication skills	Determined & Enthusiastic

We expect all our associates to work in harmony and cohesion with other departments as well as colleagues from other group companies.

The organization shall reserve the right to depute your services between departments and between group companies. The Human Resource's team shall at all points be sensitive towards your aspirations and endeavor to manage your skills and aptitude in accordance to them.

<b>Name</b>	
<b>Signature</b>	
<b>Position</b>	
<b>Date</b>	

### Signature

I have read/reviewed and have asked any questions necessary to understand the contents.

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