## 

## JOB DESCRIPTION

| **Title** | GRAPHIC DESIGNER |
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| **Reports To** | [INSERT TITLE] |

**Job Purpose**

The Graphic Designer creates compelling visual content across digital platforms, including websites, social media, advertising campaigns, and other marketing materials. The designer will work closely with the creative team to maintain the organization's brand integrity, communicate its mission, and engage the target audience.

The successful candidate combines creativity with technical expertise to design visual materials that support the organization’s digital marketing strategies. This role requires adaptability, strong aesthetic judgment, and a collaborative mindset.

**Key Responsibilities**

Key responsibilities include, but are not limited to the following:

* Create digital graphics, illustrations, and visual assets for various platforms, including websites, email campaigns, social media, and digital ads.
* Design marketing collateral such as brochures, presentations, and brand assets following established brand guidelines.
* Collaborate with the creative and marketing teams to brainstorm and develop visual concepts for campaigns.
* Produce video graphics and animated content for promotional videos or advertisements.
* Conduct research and stay updated on industry trends to implement new design practices.
* Review and revise creative materials based on feedback from stakeholders.
* Ensure all creative content is aligned with the organization’s brand vision and meets project deadlines.
* Perform other duties as assigned.

**Core Competencies**

* Strong visual design and creative skills with an eye for detail.
* Proficiency in typography, colour theory, and layout design.
* Ability to communicate design concepts clearly.
* Team player with collaborative skills and the ability to meet deadlines.
* Innovative and adaptable to evolving digital trends.

**Key Qualifications**

* Bachelor’s degree in Graphic Design, Visual Arts, or related field, or equivalent experience
* Minimum of X years of graphic design experience in a marketing or digital media environment
* Proficiency in graphic design software (Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects)
* Knowledge of motion graphics and basic video editing skills is a plus
* Strong portfolio showcasing a variety of digital design work
* Experience working with cross-functional teams and executing design briefs

**Working Conditions**

* The standard workweek for this position is [insert #] hours
* The standard business hours for this position are [insert core hours]
* Overtime or hours worked outside of the standard work schedule may be required
* This position is remote, onsite, or a combination of the two
* Extended periods of sitting may be required
* Constant exposure to screen-held devices, whether laptops, desktops, mobile phones etc.
* Access to high-speed internet is a must
* Occasional travel may be required