

## Graphic Designer JD

**“Bringing colours to concepts and clarity to creativity”**

### Job Role: Graphic Designer

#### Job Brief

- Conceptualize and create a variety of visually engaging digital and print assets, such as websites, social media visuals, posters, infographics, banners, brochures, and more.
- Using various software to visualize and develop innovative graphic designs that meet business goals.
- Stay updated with industry trends, design techniques, and emerging technologies, implementing innovative ideas to enhance design quality
- Maintain brand consistency and adhere to design guidelines, ensuring all visual assets align with company brand’s tone, style, and values.
- Use your artistic flair to develop illustrations, and other custom graphics that elevate the overall visual impact of company brand.
- Collaborate with internal stakeholders to understand company requirements, ensuring design deliverables effectively communicate the desired output
- Adapt quickly to changing priorities and task requirements in a fast-paced environment.

#### Eligibility Criteria

- Eligible for both male and Female Candidate.
- Education Qualification: Engineering Graduates(Preferable) & any Graduates with Technical background.
- Working Hours: 9 AM to 6 PM



<b>Role</b>	<b>GRAPHIC DESIGNER</b>
<b>Role Definition</b>	Graphic designer is one who can take concepts and ideas and create visual representations, in both print and digital media. The aim is to make people feel excited and interested in what they see.
<b>Responsibility Deliverable</b>	<ol style="list-style-type: none"> <li>1. Increased engagement through effective poster creation.</li> <li>2. Develop and optimize poster across digital channels.</li> <li>3. Generate high-resolution graphics, illustrations, and layouts that meet both creative and technical standards.</li> </ol>
<b>Tasks &amp; Activities</b>	<p><b>Poster Creation and Optimization</b></p> <ul style="list-style-type: none"> <li>• Produce engaging posters for social media, websites, and email newsletters.</li> <li>• Optimize posters for search engines to improve organic rankings.</li> <li>• Continuously update and refine posters based on performance and trends</li> </ul> <p><b>Image Editing and Manipulation</b></p> <ul style="list-style-type: none"> <li>• Using image editing software to edit, retouch, and manipulate photographs and illustrations to achieve desired visual effects and enhance overall design quality.</li> <li>• Optimize images for various media formats and resolutions while maintaining visual integrity and file size efficiency.</li> </ul> <p><b>Video Creation</b></p> <ul style="list-style-type: none"> <li>• Edit raw video footage, adding visual elements, transitions, effects, and sound to create a polished final video.</li> <li>• Develop motion graphics, animated text, and special effects to enhance the video's visual appeal.</li> </ul>
<b>Measurement Metrics</b>	<ul style="list-style-type: none"> <li>• # of complete engagement rate</li> <li>• # of poster goals set up per month</li> </ul>



## Competency Attributes: Graphic Designer

Iceberg Elements	Attributes List
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Creativity &amp; innovative design skills</li> <li>• Presentation skills</li> <li>• Adaptability with Proactiveness</li> <li>• Time Management</li> <li>• Creative Problem Solving</li> <li>• Multitasking with Prioritization</li> <li>• Go-getter with a win-win-win philosophy</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Trend Awareness</li> <li>• Attention to Detail</li> <li>• Understanding Design Principles, Software Proficiency</li> <li>• Skills in Animation and Motion Graphics</li> </ul>
<b>Self-Image</b>	<ul style="list-style-type: none"> <li>• Confident</li> <li>• Go-getter</li> <li>• Accurate</li> <li>• Proactive</li> <li>• Optimistic</li> </ul>
<b>Traits</b>	<ul style="list-style-type: none"> <li>• Persistent &amp; results-oriented</li> <li>• Hospitable &amp; Trustworthy</li> <li>• Punctual with Hardworking</li> <li>• Creative &amp; Adaptable</li> <li>• Dedicated &amp; Resourceful</li> </ul>
<b>Motives</b>	<ul style="list-style-type: none"> <li>• Hungry for growth</li> <li>• Willingness to learn</li> <li>• Win-Win-Win philosophy</li> <li>• Client or Customer Satisfaction</li> <li>• Honesty with Loyalty</li> </ul>