

# Marketing Graphic Designer

## Job Summary:

- Responsible to create and develop the overall layout and production design for catalogue, brochure, label packaging and product.
- Responsible for the execution of inbound marketing strategy, drive web-based marketing campaigns and maintenance and development of the corporate web sites.

## Job Duties & Responsibilities:

- Conceptualise and produce high-quality visual assets including logos, icons, illustrations, and campaign materials
- Translate marketing strategies into clear, engaging visual communication
- Manage multiple design projects from concept to completion
- Deliver work within deadlines while maintaining high quality standards
- Create clear visual hierarchy using effective typography and grid systems
- Ensure all designs are visually appealing, readable, and aligned with brand identity
- Maintain and apply brand guidelines consistently across all platforms
- Perform advanced photo editing including retouching, colour correction, and compositing
- Optimise images for both print and digital use
- Prepare print-ready files with correct formats, bleed settings, and CMYK colour profiles
- Ensure accuracy for physical production output
- Create simple animations, GIFs, and short-form video content
- Enhance digital engagement using tools such as Adobe Premiere Pro and After Effects
- Design responsive, user-friendly website layouts for desktop and mobile
- Maintain and update websites using CMS platforms (e.g. WordPress, Shopify)
- Produce digital assets optimised for performance and engagement
- Apply basic SEO best practices during design
- Optimise images and site structure for faster loading and better user experience
- Ensure mobile responsiveness and technical reliability

- Stay updated on design trends, competitor activities, and emerging tools
- Propose new ideas, tools, and improvements to enhance creative output and workflow efficiency

**Requirements:**

- Bachelor's degree in Graphic Design, Fine Arts or related field
- Expertise in graphic design software (eg Adobe Creative Suite)
- Strong aesthetic skills with the ability to combine various colours, fonts and layouts.
- Attention to detail and ability to work under tight deadlines
- 2+ years of graphic design experience
- A strong portfolio of illustration or other graphics