

JOB DESCRIPTION

Job title: **Graphic Designer**

Report to: The graphic designer will report to to the Manager of Admissions & Communications (MAC) or the Director of Admissions & Communications (DAC)

Job overview: The post holder works closely with the Communications Team to successfully translate School's brand objectives into compelling deliverables across a broad range of platforms including digital advertising, print designs, social media, and admissions & marketing collaterals.

Responsibilities and Duties:

- Support Admissions & Communications to communicate the school's key messages by developing appealing online and offline design concepts that are aligned with the school's brand identity;
- Be responsible for all kinds of graphical design works for the school(s) including designing school brochure, newsletters, magazines, banners, posters, online banners, online adverts, and other graphic design items;
- Liaise with printers, media and suppliers at all stages of publication and delivery (by working closely with Purchasing) to ensure the delivered product is of a high quality and fully meets the brief;
- Ensure all publications, website, and marketing collateral of the school is effectively branded, visually eye-catching, appeal to the school's target audiences, are creative, and support Renaissance brand positioning;
- Develop a number of templates for routine marketing and communications items that can be easily adapted and reused, and are in line with school's brand guidelines;
- Raise Purchasing Orders for all printed items that needs to be ordered, and record expenditure in line with the school's procedure;
- Any other tasks assigned by Line Manager.

Qualifications:

- Relevant degree/certificate in Graphic Design is desirable;
- Proficiency in Adobe Creative Suite on iMac;
- Intermediate level in speaking and writing in English

Experience:

- Experience developing innovative and imaginative design concepts;
- Experience of interpreting and applying brand guidelines;
- Experience working agency side and client side (desirable);

Competencies:

- Good interpersonal and communication skills;
- Good time management skills, and highly detail-oriented;
- Good team player, flexible and able to support others;
- Passion for design and a creative, innovative personality;

(*) Note: Flexible to work attitude is required, as some occasional evening and weekend work may be required.

Job Holder's Signature: _____ Date: _____

Direct Manager's
Signature: _____ Date: _____

Senior Group Manager –
HR & Admin's Signature: _____ Date: _____