

Sr. Designer – Digital Marketing

We are looking for a Senior Designer to produce and oversee digital and print creative solutions to address our needs.

To be successful in this role, you should have in-depth knowledge of graphic design, video editing, animation, styles and layout techniques. You should also have experience executing marketing projects from conception to production, including websites, brochures and product packaging.

Ultimately, you will ensure the design team promotes the agency's brands through delivering high quality pieces on tight deadlines.

Why work here?

At Being Digitalz, we promise to share the value of our experience. To keep pace with advances in digital customer experience, you need a partner who knows the landscape inside out. Someone who knows where they can deliver value and is honest enough to tell you where they can't.

We specialise in understanding where your customers are, what they're doing and why they're doing it. This means we can optimise your online marketing properties and work with you to enhance your customers' experience while delivering improved brand visibility in the right time, right place and in the right way.

We'll help in attracting new, relevant customers and delivering measurable and increased performance.

Responsibilities and Key Accountabilities

- Collaborate with team members to develop creative concepts & designs, visualise concepts, translate thought to design and video to publish them on a variety of channels like digital and print media
- Able to come up with innovative ideas appropriate to requirements for the right target audience
- Should be able to execute design for various formats like print ads, collaterals, websites, digital ad. campaigns, merchandise and able to adapt as per the standards
- Study design briefs and determine requirements
- Conceptualize visuals based on requirements
- Prepare rough drafts and present ideas
- Use the appropriate colors and layouts for each graphic
- Amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand
- Ensure projects are completed with high quality and on schedule
- Establish creative direction for the company as well as brand guidelines
- Prioritize and manage multiple projects within design specifications and budget restrictions
- Perform retouching and manipulation of images
- Work with a wide range of media and use graphic design software
- Strong project management and communications skills
- Strong attention to detail and adherence to deadlines
- Create concepts that achieve business objectives and effectively tell a story
- You have the ability to interact, communicate and present ideas
- Your approach to design is customer and result-oriented

Education Required:

- Should know how to make time-lapse videos and be familiar with video editing & animation
- Creative thinking to interpret client business needs and develop concept note for the final design

Years of Relevant Work Experience: *Min. 2 Years*

Knowledge, Skills, Abilities and Competencies:

- Extensive experience in Illustrator, Photoshop, InDesign and other Adobe and Motion graphics experience (After effects / Premier) for video editing
- Team player with good communication skills
- Work towards tight deadlines whilst producing a high standard of work
- Good understanding of interactive design principles, usability and online branding issues
- An awareness of digital media and evolving online platforms
- Commit and adhere to estimates of delivery and effort
- Manage multiple projects and designers
- Knowledge of typography & Illustration skills are added advantage
- Have an opinion, produce consistently great work, and champion simplicity
- Communicate flawlessly across teams, driving concepts, and mentoring others to help deliver their best work
- Ability to balance multiple, often vastly different, projects and campaigns
- Ensure that creatives are consistent across multiple platforms, desktop, mobile and social
- Clear understanding of visual hierarchy and information design concepts

***If you are interested, please email your resume at hr@beingdigitalz.com**