

CEAC Outsourcing Company Limited is currently seeking a qualified and experienced candidate to fill the position of **Graphic Designer** for our client, **The Students' Loan Bureau**.

## **QUALIFICATIONS**

- First Degree in Graphic Design, Arts, Management or equivalent.
- Specialized training in Graphic Design.
- Three (3) years' experience in a similar position.

## **SPECIFIC KNOWLEDGE**

- Understanding and working knowledge of Adobe design software.
- Understanding and working knowledge of motion design software.
- Understanding and working knowledge of User Experience (UX) and User Interface (UI) design.
- Proficiency in the use of software including Microsoft Word, Excel and PowerPoint.

## **RESPONSIBILITIES**

### ***Planning***

- Contribute to the development of the Marketing and Business Development Division's annual strategic planning process, resulting in the division's cascaded strategic plan and scorecard.
- Contribute to the development of the Marketing and CSR Department annual strategic planning process, resulting in the department's cascaded strategic plan and scorecard.
- Update, in conjunction with direct supervisor, own Job Accountability, ensuring alignment to the Bureau's cascaded strategic plan and scorecard.
- Develop, in conjunction with direct supervisor, own individual development plan arising from the performance review process.

### ***Execution***

- Engage internal marketing and business development team as well as external marketing companies, ensuring internal and external client satisfaction.
- Creating visual concepts and designs using graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) or other relevant tools. This includes designing logos, branding materials, advertisements, brochures, infographics, posters, and other visual assets.
- Develop and maintain visual branding artifacts such as logos, colour schemes, typography, letterheads and brand guidelines, to ensure consistency in branding across all marketing and communication materials and platforms.

- Craft and fine-tune images, graphics and texts by arranging them in a visually aesthetic and organized manner, creating layouts for print materials, websites, digital and social media. Ensuring that visual presentation of typography styles is balanced to enhance readability and visual appeal.
- Edit and retouch images to improve quality, composition, and visual appeal. Adjusting colours, contrast, brightness, and other parameters as needed.
- Prepare designs for print production, including setting up files with proper dimensions, bleeds, and colour modes. Collaborate with print vendors to ensure accurate reproduction of designs.
- Creating web graphics, banners, icons, and other digital assets for the SLB website, mobile apps, marketing campaigns, and social media platforms. Understanding web design principles, user experience (UX), and responsive design concepts.
- Provide advice on graphic design matters as requested.

### ***Monitoring and Reporting***

- Contribute to the preparation of the Marketing and Business Development monthly performance report in the scorecard format, then attend the monthly divisional strategy review meeting to discuss performance issues, ensuring there are diagnoses and corrective actions for any performance variances.
- Contribute to the preparation of the Marketing and Business Development monthly performance report in the scorecard format, then attend the monthly department strategy review meeting to discuss performance issues, ensuring there are diagnoses and corrective actions for any performance variances.

**Basic Salary Starts: \$ 2,803,771**

**Apply: [recruitment@slbj.com](mailto:recruitment@slbj.com)**