

Habib University
Job Description

Position Title	Graphic Designer
Department	Marketing

Scope of the Position

The incumbent will provide input and act as an auditor on the design for all products and publications, both in print and digital media (including website and videos). S/he will ensure that the designs of all products and publications that are being developed are in line with the University brand and uphold its reputation. To achieve this goal, the Graphic Designer will manage relationships and be the point-person with relevant departments and print vendors. S/he will also be responsible for responding to ad hoc/emergency design requests stemming from various departments. S/he may also be requested to design certain campaigns/themes internally without approaching external agencies.

Summary of Key Functions

- Provide design advice and ideas and ensure timely delivery of publications and products
- Design layouts and printing materials for regular publications as and when required. S/he must also plan concept by gathering and studying related information and materials
- Design layouts for non-publication collateral (standees, hoardings, backdrops and panels for events) when required.
- Research and suggest visually appealing, unique and functional giveaway/merchandise ideas per departmental requirements.
- Illustrate concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Maintain a pool of print and merchandise vendors whom can be contacted regularly for quotations and to procure items.
- Prepare file notes (when required), releases of payments, and coordinate closely with Finance department for the timely delivery of checks.
- Provide technical support in developing, editing and handling video and photo editing.
- Ensure consistency, accuracy and compliance with required standards.

Required Qualification, Experience and Skills

Qualifications and Skills Required	<ul style="list-style-type: none">• Minimum bachelors' degree, Diploma in graphic designing with experience of working as a graphic designer.• Ability to work independently, manage multiple projects/tasks of varying complexities, meet deadlines and work well under pressure.• Strong communication skills to convey the right messaging to external agency/vendors.• Ability to create original design, imaginative layouts, having sound knowledge in operating current series of graphic software (Expertise in Adobe Photoshop, Adobe Illustrator, along with knowledge of Adobe Suite).
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Habib University is a pioneering institution providing a rich liberal arts education to the youth of Pakistan, to create a generation of socially responsible and critically conscious individuals, who can bring Pakistan to the forefront not only economically and financially, but also intellectually. The University is being established in Karachi, Pakistan.

Habib University initiated classes in 2014 with 200 students, offering four undergraduate programs through the School of Arts, Humanities and Social Sciences and the School of Science and Engineering. The University is a modern learning space fully equipped with state-of-the-art research and teaching facilities in order to attract the best faculty from around the world.

Habib University Foundation (H.U.F.) is a not-for-profit organization, which commenced its work in 2007. H.U.F responds to existing gaps in the educational scenario of Pakistan, by supporting educational initiatives, research and innovation. It is focused on improving the status of education within the country by supporting research, planning and implementation of innovative educational models. H.U.F. extends support at all tiers of education delivery within the country including higher education, vocational skill development, pre-tertiary education and research and advocacy.