

JOB DESCRIPTION: Graphic Designer

Position Title	Graphic Designer
Department	Student Recruitment & Admissions
Reporting To	Head of Department
Type of Position	Full Time

POSITION DESCRIPTION
<p>Graphic Designer, Student Recruitment & Admissions will be responsible for giving aesthetical visual form to the recruitment and admissions products, both paper based and digital. S/he will work closely with various members of the team to develop informational collateral pertaining to specific recruitment and admissions functions and programs. S/he will be tasked with creating brochures, flyers, posters and letter, to name a few, which will be used for dissemination of information to the prospective audience along with creating event specific branding for the ongoing events. Furthermore, s/he will work on the execution of ongoing digital campaign for social media and communication for the target audience.</p>

DUTIES AND RESPONSIBILITIES
<ul style="list-style-type: none"> ✓ Design briefs and determine requirements ✓ Prepare rough drafts and present ideas ✓ Conceptualize visuals based requirements ✓ Develop illustrations, logos and other designs using design software ✓ Work with various members of the team to produce final designed product ✓ Ensure final graphics and layouts are visually appealing and as per the brand guidelines of Habib University ✓ Assisting with the development of video products ✓ Performing other duties as assigned or requested

REQUIRED JOB SPECIFICATIONS	
Required Qualification	✓ Degree in Graphic Design or equivalent experience
Required Experience	✓ At least two year of relevant work experience including preferably one year in a higher education institute in similar capacity

REQUIRED JOB COMPETENCIES (Technical and Soft Skills)		
S#	Competency	Criticality (High / Low / Medium)
1.	Desktop publishing tools and graphic design software (illustrator, Photoshop, InDesign, Dreamweaver)	High
2.	Layout Skills	High
3.	Graphic Design Skills	High
4.	Multi-tasking capabilities	High
5.	Team work and adaptability	High
6.	Creativity and innovation	High

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7.	Communication skills (both English and Urdu)	Medium
8.	Video Editing and animations	Medium

Verified By (For HR Only)

Line Manager (If Any)

Head of the Department

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