

JOB DESCRIPTION

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

POSITION DESCRIPTION
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.

DUTIES AND RESPONSIBILITIES
✓ 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
7.	Communication skills (both English and Urdu)	Medium
8.	Video Editing and animations	Medium

Revision Date		Version	
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