Job Title: Graphics Specialist
Reports To: Marketing Director

Job Overview:

The Graphics Specialist will be responsible for creating visually appealing graphics that align with the college's branding and marketing strategies. This role requires a strong eye for design, proficiency in design software, and the ability to collaborate with multiple teams to bring creative concepts to life.

Key Responsibilities:

- Graphic Design: Create high-quality designs for digital and print media, including social media graphics, advertisements, banners, brochures, email templates, and more.
- Branding: Ensure all designs adhere to the company's brand guidelines and maintain a consistent look and feel across all visual communications.
- Collaboration: Work closely with marketing, content, and product teams to develop creative concepts that support business goals and marketing campaigns.
- Illustrations & Icons: Design custom illustrations, icons, and other visual elements to enhance content and communication materials.
- Image Editing: Retouch, edit, and enhance images for marketing materials, presentations, and websites.
- File Management: Maintain organized and easily accessible files of all design projects.
- Innovation & Trends: Stay updated with design trends and tools to continuously improve design quality and relevance.
- Presentation Design: Develop visually engaging presentations for internal and external stakeholders.
- Web & Digital Assets: Assist in designing website graphics, landing pages, and other online visual elements.

Qualifications:

- Bachelor's degree in Graphic Design, Visual Arts, or a related field.
- Proven experience as a Graphics Specialist or similar role in a creative or corporate environment.
- Proficiency in design software including Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), Figma, or other design tools.
- Strong understanding of layout, typography, and color theory.
- Ability to handle multiple projects simultaneously and meet deadlines.
- Attention to detail and a passion for creating visually stunning work.
- Strong communication skills and ability to work well in a collaborative team environment.
- Knowledge of basic HTML/CSS and web design is a plus.

Preferred Skills:

- Experience with motion graphics or video editing software (e.g., After Effects, Premiere Pro).
- Experience in UI/UX design or familiarity with wireframing tools.
- Knowledge of printing processes and specifications for print media.