

# Roles and Responsibilities

## **Role: Graphic Designer**

### **Role Definition:**

The Graphic Designer is responsible for creating visually appealing digital and physical materials that support marketing campaigns. This role focuses on maintaining brand consistency while designing creative assets that capture the attention of potential clients and convey the brand's message effectively.

### **Responsibilities Deliverables:**

- Content Creation
- Collateral design
- Video Making

### **Task & Activities**

#### **Content Creation:**

- Create content based on project concept with whole marketing and sales team to reach target audience.
- Ensure content is consistent with the brand's voice and objectives.

#### **Collateral design:**

- As per marketing head guideline Create visually appealing and consistent designs for both online and offline materials, including social media posts, website banners, flyers, sun pack sheets, and large banners.
- Develop targeted visual content that aligns with campaign themes (e.g., festival offers, project launch events) and the emotional aspects of home-buying.
- Ensure all materials follow brand guidelines and maintain a high-quality, professional look.

- Adapt designs to suit different formats, from high-resolution banners to mobile-friendly social media posts.
- Work closely with the marketing head and executive to understand campaign goals and develop creative concepts.
- Bring fresh ideas to promotional designs, ensuring variety and innovation in brand representation.
- Complete designs on time for scheduled campaigns, ensuring materials are print-ready and optimized for digital platforms.
- Review and refine content based on feedback from the marketing head and ensure materials are error-free and suitable for production.

### **Video Making:**

- Create professional, visually stunning videos that align with both online (e.g., social media, YouTube)
- Ensure the videos maintain a consistent look, following the brand guidelines for colors, fonts, and style.
- Develop video content that ties into specific campaign themes such as festival offers, project launch events, or emotional home-buying experiences.
- Use storytelling techniques to engage viewers emotionally, highlighting key selling points and benefits of the real estate offerings.
- Adapt videos for different formats, such as high-definition for websites and mobile-friendly for social media platforms.
- Ensure smooth transitions and clear visuals whether it's in full-screen high-resolution or on small mobile screens.
- Work closely with the marketing head and executive to understand the overall goals and messages of each campaign.
- Develop creative storyboards and concepts that bring their vision to life, ensuring the final video reflects the campaign's goals.
- Bring fresh, engaging concepts to each video, experimenting with different styles (e.g., animated, live-action, text-driven) to keep the content innovative and exciting.
- Include elements like motion graphics, animations, and effects to ensure variety and create an immersive experience.

- Ensure videos are completed on time, optimized for the respective platforms (YouTube, Instagram, Facebook, etc.), and ready for immediate release.
- Ensure each video meets technical requirements like aspect ratio, file size, and resolution for different platforms (1080p for YouTube, vertical format for Instagram Stories, etc.).

### Measuring Metrics:

- **Content Tracker:** Number of quantities, Number of quality and timeline

**Frequency of Measurement:** Monthly

- **Collateral Tracker:** Number of collateral designs, Number of quality collateral design's and timeline

**Frequency of Measurement:** Monthly

## Develop

### PRE-Module

Key Result Area	People	Resources	Experience
Content Creation	Marketing Head	YouTube, Facebook, Instagram (Overall and Competitors)	-
Collateral designs	Marketing Head	YouTube, Facebook, Instagram (Overall and Competitors)	-
Video Making	Marketing Head	YouTube, Facebook, Instagram (Overall and Competitors)	-