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| **Title** | **Graphic Designer (Studio)** |
| **Reports To** | department Head – Social Media Center |
| **Summary** | To create original, CI compliant, visually challenging design work for social media space usage - delivered on time. |
| **Responsibilities** | Main Duties   * Ensures that appropriate, accurate and visually challenging design of the highest standard is implemented at all times * Ensure bank CI is correctly used * Ensures approved copy is accurately translated into design framework * Proofreading to produce accurate and high-quality work * Working as part of the Social Media Center team * Graphic design input is required for a huge variety of products and activities at bank muscat - to maintain the bank’s visual 'brand', including on-line adverting and websites   Creative Awareness and Management   * Understands the creative briefing process and attend all briefs as requested. * Judges creative ideas for factual accuracy, CI compliance and relevance to brief * Contributing ideas and design artwork to the overall brief * If appropriate, assist or present creative concepts to section heads of CCD or business units * Coming up with design concepts that fit the bank's needs * Presenting options and ideas for design treatments * Creating final designs and working to a deadline * Amending designs according to final comments from section head   Production Processes   * Proofreading and preparing designs to be uploaded * Demonstrates a good understanding of online culture, graphic and art software packages * Ensure uploads are successful and monitor all sites on a 24hr real-time basis   Understanding the Agency   * Understands bank muscat CI * Understands the roles, responsibilities and products, services of business units   bank muscat Culture & Knowledge (including Policies and Procedures)   * Understands the roles and responsibilities of other corporate communication heads * Understand bank muscat as a company and its corporate culture |
| **Qualifications** | * A formal Graphic Design / Fine Art qualification * Understand and articulate all aspects of creative and its link to ‘online’ advertising and marketing * Excellent graphic design/visual communication skills * MAC literate * The work demands creative flair, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines * Creative flair, originality and a strong visual sense * Confidence, to present and explain ideas to clients and colleagues * The ability to grasp client needs and consider practical solutions * The ability to pay attention to detail * The ability to balance work on several projects at a time * Good team working skills * Flexibility * An awareness of the competitive business environment in which they work * A matter-of-fact approach when ideas or designs are rejected |