

Assistant Manager – Graphic Design

Job Purpose

- As part of Global Marketing and Communications team, provide expertise and knowledge to build, maintain and develop the brand standards of the business
- To be able to translate marketing and messaging strategy into world-class design templates
- To undertake various design tasks on marketing collaterals ranging from print to web (Logos, Presentations, Brochures, Leaflets, iPDFs, Designed mailers, web banners, microsites, e-books, social media posts and banners etc.)
- To ensure that corporate brand identity is maintained.

Role and Responsibilities

- Understanding Briefs and be able to think and give form to strong creative ideas in all media.
- Conceptualization of designs/visual identities from scratch.
- Produce required design work for print and web graphic deliverables (Logos, Presentations, Brochures, Leaflets, iPDFs, Designed mailers, web banners, microsites, e-books, social media posts and banners etc.)
- To execute complex design projects like e-books and interactive PDFs
- A strong understanding of corporate branding guidelines
- To provide creative input and concept development for internal/external campaigns and projects
- To cultivate, develop and liaise the relationships with internal and external design/production/reprographic agencies

Software Knowledge

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Basic Video editing on Adobe Premier pro or similar tools
- Basic motion graphics on Adobe after effects or similar tools