Job Overview of Graphic Designer

We are looking for a creative and skilled Graphic Designer to join our team at Indian School Al Wadi Al Kabir. The ideal candidate will be responsible for creating visually engaging and effective design materials to enhance the school's brand identity, communication, and overall visual presence. This includes designing promotional content, event materials, social media graphics, newsletters, brochures, and more to support the school's educational and marketing efforts.

Key Responsibilities:

1. **Branding & Visual Identity:**
   o Maintain and enhance the school's visual identity, ensuring consistency across all print and digital materials.
   o Design logos, promotional banners, and other visual content aligned with the school's values and mission.
2. **Design of Marketing Materials:**
   o Create visually compelling brochures, posters, flyers, and other marketing materials for school events, programs and admissions.
   o Design and update the school's website graphics and any associated online content (e.g., banners, icons, social media posts).
3. **Social Media & Digital Content:**
   o Develop social media graphics and visuals for platforms like Facebook, Instagram, Linkedin and Twitter to promote events, achievements, and updates.
   o Collaborate with the school's marketing team to create consistent, engaging online content.
4. **Event & Communication Design:**
   o Design event-related materials such as invitations, tickets, banners, and backdrops for school functions like annual day, sports day, parent-teacher meetings, and cultural programs.
   o Work with the school administration to design newsletters, annual reports, and other communication materials.
5. **Collaboration and Support:**
   o Collaborate with faculty and staff to design educational materials like worksheets, e-learning resources, and presentation decks.
   o Work closely with the school's marketing and administrative teams to ensure design projects are completed on time and meet required specifications.
6. **Print Production:**
   o Prepare final design files for printing, ensuring high-quality outputs.
   o Coordinate with print vendors to ensure that materials are printed according to specifications and within the required timeline.
7. **Photography & Videography (Optional):**
   o Assist with taking photographs or editing videos for school events, functions, or marketing campaigns (if applicable).
8. **Ongoing Learning:**
   o Stay up-to-date with design trends, tools, and technologies to continuously improve the quality and effectiveness of school marketing and communication materials.

- **Technical Skills:**
  - Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign).
  - Knowledge of web design tools (HTML, CSS, WordPress, etc.) is a plus.
  - Experience with social media platforms and creating digital content.
- **Creativity & Attention to Detail:**
  - Strong understanding of design principles, typography, colour theory, and layout.
  - Ability to create visually compelling designs that align with the school's educational goals and values.
- **Communication & Collaboration:**
  - Excellent communication skills to understand and translate the school's needs into visually appealing materials.
  - Ability to work collaboratively with different teams (administrators, teachers, marketing staff).
- **Time Management:**
  - Ability to manage multiple projects simultaneously and meet deadlines.