

Designer

Remuneration:	R28000 - R35000 per month negotiable cost-to-company
Benefits:	Medical Aid, Pension Fund
Location:	Cape Town, Tokai
Education level:	Matric
Job level:	Mid
Type:	Permanent
Reference:	#KW231
Company:	Performer Recruitment

Accountability, flexibility, fun and passion are our fundamental values. We are looking for an individual who shows collaborative and leadership team work, who is professional in their approach and who is inspired through creativity, to fill this exciting role.

Region: CT Head Office

Area: To be based at the offices in Westlake, this role is based on-site

Objective: To lead our team of designers. To create, edit, conceptualise, develop, and design engaging, professional and creative graphics and content for a variety of platforms

Duties:

Marketing and advertising design

- Ideation
- Conceptualising and developing design concepts, graphics and layouts
- Ideation and conceptualisation of new, innovative ideas and concepts
- Design
- Conceptual design and execution, digital and print design including social media graphics, brand collateral and Out Of Home advertising, product photography as required, and any other adhoc designs as briefed.
- Maintaining high brand standards and creating new and fresh solutions
- Designing and producing marketing collateral in accordance with brand guidelines:
 - POSM (brand specific) for channel / account execution (wholesale and retail)
 - Product visual support – broadsheets, online retail etc.
 - Brand lead programmes design support
 - Key visual resizing
 - Digital asset resizing for specific channel execution (environment and device optimisation)
 - POSM asset resizing
 - PDU /windows/displays/stands
 - Support for; Main market bulk breakers, redistributors and township runners
 - Support for; Menu programme in On Trade (accurate brand details)
 - Supplementary creative and supporting other brand agency partners (ATL, PR etc.)

Presentation of ideas, concepts and design solutions

- Incorporating feedback received during presentations, to formulate final designs
- Presenting final concepts and solutions

Team leadership

- Provide design guidance and mentorship to designers

Requirements and qualifications:

- Minimum grade 12/matric and relevant tertiary qualification advantageous
- Strong conceptual ability, with a portfolio that demonstrates this
- Skillful at brainstorming relevant, innovative ideas
- Hands-on
- Able to hit the ground running
- Excellent attention to detail
- Excellent communication skills
- Able to meet tight deadlines and work well under pressure

Posted on 08 Apr 11:19, Closing date 7 Jun

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