Job Title: Graphic Designer

Location: Kolkata

Job Type: Full Time

Salary: Industry Standard

Overview:
We are seeking a talented Graphic Designer to join our team for the Digital Outreach and Citizen Engagement initiative for Insitutions. The ideal candidate will be responsible for creating visually compelling graphics and designs that effectively communicate government messages, engage the public, and enhance the overall outreach efforts. This role requires creativity, attention to detail, and a strong understanding of social media and digital marketing principles.

Key Responsibilities:

1. Graphic Design Creation:
  - Develop high-quality graphics, infographics, banners, and promotional materials tailored for various social media platforms and campaigns.
  - Create visually engaging content that aligns with the messaging objectives of government initiatives and appeals to the target demographic.

2. Brand Consistency:
  - Ensure all graphic designs are consistent with the established brand identity and guidelines of the brand.
  - Collaborate with the content team to maintain a cohesive visual language across all materials.

3. Collaboration and Ideation:
  - Work closely with content writers, social media managers, and other team members to brainstorm and develop creative concepts for campaigns.
  - Participate in team meetings and strategy sessions, bringing insights and ideas that enhance the visual impact of campaigns.

4. Adaptation and Resizing:
  - Adapt existing graphics for different platforms and formats, ensuring content is optimized for various devices and resolutions.
  - Design templates that can be reused for regular updates and announcements, streamlining the design process.

5. Feedback Incorporation:

- Respond to and incorporate feedback from colleagues and stakeholders, providing multiple revisions as needed to meet project specifications.
  - Maintain a system for tracking design iterations to ensure timely delivery of final assets.

6. Trend Monitoring and Research:
  - Stay updated on the latest design trends, tools, and technologies to ensure the agency's visual content remains relevant and fresh.
  - Research effective design strategies specific to social media to maximize audience engagement.

7. Asset Management:
  - Organize and manage a digital library of graphic assets, maintaining a catalog of designs for future projects.
  - Ensure all design materials are saved and archived in a systematic manner for easy access by the team.

Qualifications:

- **Education:** Bachelor's degree in Graphic Design, Visual Communication, or a related field.
- **Experience:**
  - Minimum [2-4 years] of experience in graphic design, preferably within the realms of social media, government, or non-profit sectors.
  - Proven portfolio showcasing a variety of design projects relevant to social media and digital marketing.

- **Skills:**
  - Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) or similar graphic design software.
  - Experience with motion graphics or basic animation software (e.g., Adobe After Effects) is a plus.
  - Strong understanding of social media platforms and how to create content that drives engagement.