

JOB DESCRIPTION

Job Title:	Graphic Designer
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Job Purpose:

The Graphic Designer will work within the brand guidelines of the University to ensure the below responsibilities are met, aiming to support the Graphic, Multimedia & Web Design services and Marketing department of the University to contribute to enhancing the visual communication of the Marketing Department and the University, while at the same time working towards increasing the capacity, efficiency and productivity of the team, and maintaining top quality within the deadlines of the deliverables.

Main Duties and Responsibilities:

1. Support the Senior Designer in all the duties, tasks and requests under the Graphic Design department responsibilities to ensure responsiveness of the department, meeting deadlines, maintaining and enhancing the high quality and accuracy of deliverables, and efficiency in the workload production.
2. Develop, prepare and deliver promptly and efficiently design materials such as indoor, outdoor, hardcopy, electronic or digital, animations, marketing materials and tools, such as billboards, magazine and newspaper ads, banners, x-banners, website banners, brochures, profiles, prospectuses, guides, factsheets, booklets, invitations, micro tiles posts, flyers, leaflets, google ads, social media posts and social media banners, animated gif banners, glass stickers, wallpapers, signs, foam boards, posters, flags, stationary (letterheads, pads, envelopes, compliments slips, etc), forms, logos, posters, storyboards, illustrations, mock-ups, menus, booth/kiosk design, promotional material designs, clothing and other merchandise, photos and photo restoration and editing for use in various materials, certificates, maps, awards designs guidelines etc, under the supervision of the Senior Designer.
3. Be innovative and generate new ideas on the abovementioned materials and design concepts, to ensure communication of the key advantages of the university, or to ensure the result meets the message and purpose of the brief received by the marketing department or schools and other departments.
4. Support the update and maintenance of the University website, Facebook page and other social media pages of the University, with photos, digital designs as well as updated content.
5. Support the creation of content for the marketing database when requested.
6. Create quality graphic design materials for high quality print and web marketing.
7. Respond efficiently to requests for information and designs and meet the deadlines set by the Senior Designer.

- 8. Present finalized ideas and concepts to the Marketing and Recruitment team before approval by the Senior Designer and COO.**
- 9. Work and liaise efficiently with a wide range of media, production, print, and other associates and companies that the Graphic Design or Marketing department works with.**
- 10. Proofread to produce accurate and high-quality work;**
- 11. Ensure good, positive and high quality service of the Graphic Design department and work collaboratively and liaise when necessary with internal departments to ensure sufficient information is delivered promptly to the department for execution as per the procedures set.**
- 12. To support when needed the Events of the Marketing and Recruitment and PR Departments of the University with promotion before and after, photography, coordination with media if and when needed, as per the graphic design department's procedures and under the directions of the Senior Designer.**
- 13. Work in line with the directions of the Senior Designer and the Brand guidelines of the University and ensure they are followed by the departments of the University.**
- 14. Perform other duties as requested by the COO and Senior Designer, commensurate with the role.**

Print name:	
Sign:	
Date:	June 2021

PERSON SPECIFICATION

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Attributes	Essential	Desirable	Measured By
Work Experience	Minimum 3 years of graphic design experience in industry and in a professional environment.	Experience in working in a Print Material environment, or Advertising Agency Design department.	Work Portfolio
	Experience of designs of digital marketing and social media channels.		Application form/interview
	Experience with photography and editing.	Expert photographer.	Interview
	Experience of working on advanced graphic design software and systems (Adobe Illustrator, InDesign, Photoshop & After Effects).	Experience with other related programme for animation or innovative animated designs.	Application form/interview
	Experience in development of design concepts for marketing campaigns including print and digital media.		Application form/interview
Education/Qualifications	Bachelor degree in Graphic Design or Digital Technologies.	Master (Postgraduate) degree in Graphic Design or related field.	Application form
Skills/Abilities	Excellent communication skills – able to communicate effectively at all levels, both verbally and in writing.	Ability to review work and provide feedback ensuring high quality.	Application Form/interview

	Fluency in written and spoken English and Greek languages.		
	Excellent planning and organisational skills including ability to prioritise own work and work of others to meet tight deadlines.		
	Proven ability to work unsupervised and exercise judgment and initiative.		
	Ability to work effectively under pressure across a range of projects and in tight deadlines.		
	Ability to work collaboratively as part of a team but also individually.		
Personal Details	Outgoing personality, dynamic, confident, passionate about the subject, loyal and committed to the goal.		Interview