

Asst. Manager Digital Marketing And Graphic Designer

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Company: Vast RCM

Location: Islamabad

Category: other-general

Asst. Manager Digital Marketing And Graphic Designer

Vast RCM, Pakistan

Leading real estate company is seeking a talented and creative Graphic Designer to join our dynamic marketing team. As a Graphic Designer, you will play a vital role in creating visually compelling and engaging designs that promote our brand and enhance our marketing efforts.

Morning Shift 9:00 am to 6:00 pm

Location : Sector C, DHA II, IslamabadResponsibilities:

Design and create visually appealing graphics, including brochures, banners, flyers, posters, social media visuals, website graphics, and other marketing collaterals, while adhering to brand guidelines.

Collaborate with the marketing team to understand project requirements, objectives, and target audience to develop effective design concepts.

Develop and design layouts, illustrations, and graphics for print and digital media.

Create and edit images, icons, and other graphical elements using industry-standard software.

Generate design ideas and concepts that align with the company's branding strategy and marketing campaigns.

Stay updated on current design trends, tools, and techniques to ensure the delivery of modern and innovative designs.

Ensure all designs are visually appealing, on-brand, and delivered within specified

deadlines.

Collaborate with cross-functional teams, including marketing, sales, and project management, to gather design requirements and provide creative solutions.

Prepare and optimize designs for different platforms, including print, web, and social media.

Maintain a digital asset library, organizing and archiving design files for easy access and retrieval.

As a Manager Digital Marketing and Graphic Designer offers an exciting opportunity to contribute to the growth and success. We provide a supportive work environment that encourages creativity, innovation, and professional development.

If you are passionate about design, possess a keen eye for detail, and thrive in a fast-paced environment, we invite you to apply for this position. Please submit your resume, portfolio, and any other relevant supporting materials with your application.

Job Specification Requirements:

Bachelor's degree in Graphic Design, Visual Communication, or a related field.

Proven work experience as an independent Graphic Designer, preferably in the real estate industry or related field.

Proficient in industry-standard graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign).

Strong portfolio showcasing creative design skills, attention to detail, and ability to work on diverse projects.

Solid understanding of design principles, typography, color theory, and layout composition.

Familiarity with print production processes and requirements.

Excellent communication skills and the ability to work effectively in a team environment.

Strong time management skills with the ability to prioritize tasks and meet deadlines.

Knowledge of web design principles and basic HTML/CSS is a plus.

Ability to adapt to evolving design trends and technologies.

Proven working experience in social media marketing or as a Digital Media Specialist

Excellent consulting, writing, editing (photo/video/text), presentation and communication skills

Demonstrable social networking experience and social analytics tools knowledge

Adequate knowledge of web design, web development, CRO and SEO

Knowledge of online marketing and good understanding of major marketing channels

Positive attitude, detail and customer oriented with good multitasking and organizational ability

Fluency in English

BS in Communications, Marketing, Business, New Media or Public Relations

Outsourcing/Offshoring - Islamabad, Pakistan

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