

	Code:	JD	Page:	1 of 2
	Job Title	Senior Graphic Designer	Department	Sales & Marketing
	Reports To	Director of Marketing		
Job Description	Job Grade	8		

Job Summary:

Senior level position overseeing all graphic design, branding and Brand creative for La Perle. Must have experience and skill set in all graphic elements including photography and videography. Works closely with marketing team on all campaigns and promotions.

Specific Duties and Responsibilities:

- Quarterly Plans and Budgets
- Weekly updates and monthly full recaps
- Manage content and imagery on the OTA sites
- Create all banners, ads, html, flyers, collateral for the La Perle and collaborations
- Create basic photography and imagery for La Perle
- Oversee agency when creative, production or photography is out-sourced
- Create and follows standards for production, productivity, quality, resolving operational problems; identifying work process improvements.
- Meets cost standards by monitoring expenses; implementing cost-saving actions.
- Determine production requirements and schedules
- Obtain client approval by presenting final layouts to stakeholders.
- Improve quality results by studying, evaluating, and re-designing processes; recommending changes to art, copy writing, and production.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Enhance department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Develops marketing strategies by examining objectives; planning, scheduling, and completing design and production requirements for direct marketing and advertising.
- Keep clients informed by compiling, analyzing, and reporting marketing results; forwarding plan projections and updates.
- Revises marketing plan by analyzing campaign results; identifying expansion opportunities.
- Monitor marketing mix and results by coordinating tracking actions with sales and marketing representatives.
- Improves marketing quality results by studying, evaluating, and re-designing creative processes; implementing changes.
- Maintain an up-to-date photo and video library, including a photographic record of all media and special events
- Adapt La Perle creative for B2B Partners

Candidate Profile:

- 4-5 years working experience graphic and branding work.

- Solid presentation skills needed
- Ability to self manage and adhere to short lead timelines
- Solid skills in Adobe Creative Cloud (i.e: Photoshop, InDesign, Illustrator, Flash...)
- Solid skills in photography
- Skills in videography by creating and editing videos
- Arabic is a plus

Additional to the above mentioned requirements an Employee will at times be expected to perform tasks and duties outside of his/her scope of work as necessitated by work demand.

This document does not create an Employee contract. It is stressed that changes in business may require alterations to this job description.

I _____, have fully understood the duties and responsibilities of this Job Description and by signing below I confirm my acceptance of the same.

Signature :
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Date :
.....

Approvals:

Human Resources Manager
Al Habtoor -Theatre