Role: Consultant IT Expert – Graphic & Multimedia Designer

- Design social media posts, banners, infographics, and promotional materials using Photoshop, Illustrator, and Freepik resources.
- Ensure that all visual content aligns with the program branding, messaging, and communication strategy.
- Develop custom illustrations, icons, and visual assets for campaigns, presentations, and digital reports.
- Create and edit short videos, reels, and animated content.
- Add captions, motion graphics, and transitions to enhance engagement.
- Edit event highlights, promotional videos, and awareness campaign materials.
- Conduct research on design trends, social media best practices, and audience engagement strategies.
- Source high-quality visuals, templates, and elements from platforms like Freepik, and Pexels etc.
- Keep track of social media trends (Instagram, Facebook, LinkedIn, TikTok, YouTube, Twitter/X) to create timely and relevant content.
- Assist in developing a content calendar, ensuring a consistent flow of engaging graphics and videos.
- Optimize designs for various social media platforms (aspect ratios, resolutions, and mobile responsiveness).
- Work with the media and communications team to craft visually appealing and impactful messaging.
- Collaborate with copywriters, marketing teams, and IT developers to design user-centric content.
- Work closely with stakeholders and government officials to create content aligned with PM FRP goals.
- Ensure timely submission of design materials for approvals and revisions.
- Maintain brand consistency across all digital and print media.
- Develop templates, brand guides, and reusable assets for rapid content creation.
- Assist in designing brochures, flyers, reports, and presentations for stakeholder meetings

Key Skills and Expertise

- Bachelor's degree in IT, Graphic Design, Multimedia Arts, Visual Communication, or a related field.
- 3+ years of experience in graphic design, multimedia content creation, and social media visuals.
- Strong command of Photoshop, Illustrator, and Freepik resources for high-quality designs.
- Proficiency in Canva, Filmora or other video editing and motion graphics tools.
- Experience working in social media marketing, content creation, or public-sector campaigns is a plus.
- Ability to work under tight deadlines while maintaining high-quality designs.
- Strong understanding of typography, layout design, and color theory.