

ROLE DESCRIPTION DOCUMENT

BASIC INFORMATION

Position Title	Graphic Designer		
Job Family	Executives	Department	Marketing

ROLE DETAILS

To be filled up as per the requirement of the Division/unit/function/Territory

Grade	1	Reporting To	Marketing Executive
Division	Events & Publication	Unit	Birba Energy LLC

LOCATION DETAILS

Please mention the correct office location of the Role selected above and fill in the other geographic details

Base Location (City)	Muscat	Country	Oman
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Job-Holder Specifications

QUALIFICATION	Basic Qualification / Education / Vocational Training	Diploma or degree in Graphic design
	Advanced Qualification / Certification / Specialist Training	<ul style="list-style-type: none"> additional qualification in various graphic design tools and software Experience in graphic design
EXPERIENCE	Minimum Experience	2 Years
	Specific / Relevant Experience	2 years
COMPETENCIES	Functional Skills and Capabilities	<p>Behavioural Competency:</p> <ul style="list-style-type: none"> Innovative and Creative Eye for detail Ability to deliver on time. Ability to work quickly. Patience Good communication skills <p>Technical Competency:</p> <ul style="list-style-type: none"> Adobe illustrator Adobe Photoshop InDesign Video editing skills are a plus 3D s/w knowledge Motion graphics

JOB INTERACTIONS

KEY INTERNAL INTERACTION WITH	NATURE OF INTERACTION
Manager-Sales	For creating new materials for sales purposes
Marketing team and IT	For creating new material for digital and print marketing, website, etc
Project team	For creating and making changes to the agenda
KEY EXTERNAL INTERACTION WITH	NATURE OF INTERACTION
Printers	For getting prints as per specifications

Objective

The job holder is responsible for designing graphics as per the needs of the various departments in the company. He would be in constant communication with the sales team, marketing team, IT, and project team to ensure that company graphic needs are met promptly.

Key Responsibilities

- Develop materials for sales and marketing purposes of the company
- Prepare brochures, floor plans, social media posts, speaker profiles, etc
- Create banners, invitations, stationery, business cards, etc for the company
- Create adverts for the publication side of the business
- Design Youtube elements as and when needed
- Create posters and flyers for social media platforms and website
- Design the agenda as per inputs from the Sr.Project Engineer
- Maintain client database on excel as per instructions and inputs from the sales team
- Facilitate email blasts to clients using contact s/w
- Communicate clearly with several internal stakeholders like the sales team, marketing team, IT, and CEO
- Handle challenges like sudden changes in design and working within a short time-frame

Key Performance Indicators

- Quality of material created
- Internal customer satisfaction with material created
- Speed and accuracy of the material created
- External feedback about the material created

Validated by		Revised by	
Validated on		Revised on	

