

**Role:** Integrated Graphic Designer

**Level:** Mid/Senior (minimum 4 years relevant experience)

**Location:** Cape Town (in-office V&A Waterfront Precinct)

**Type:** Fixed term contact

**Remuneration:** Market related, based on skills and experience

**Start Date:** ASAP

The Nerdware Group is looking for an **Integrated Graphic Designer** with great original ideas, strong 360 conceptual and execution ability and superb mixed media design thinking that can successfully ideate and bring to life platform-agnostic campaigns and concepts, and create collateral for web, social and digital media for our diverse and exciting clients across Retail, Automotive, SOE and Finance. The ideal candidate must have a strong foundation and background in conceptualisation, graphic design, art direction, brand design, illustration and typography, together with an eye for detail as well as being up to date with the latest digital marketing trends, techniques and technologies.

**Role requirements:**

- Conceptualisation and design of digital-centric integrated campaigns, assets and collateral – including (but not limited to) web, social media, paid media, static and multi-frame display media, newsletters, key and lead visuals, emailers, out-of-home and print adverts
- Define and develop the look and feel (art direction) for top-line ideas and new business endeavours
- Interpret briefs and strategic insights into compelling and engaging visual solutions
- Participate in agency brainstorm and ideation sessions
- Take responsibility of allocated tasks and briefs and manage own workloads and time effectively
- Able to work with direction and within a team and/or independently, and confident to take own initiative as needed to meet project deadlines in support of the agency and its client's business objectives

**Proficiency:**

- MacOS and Google Suite
- Fluent in Adobe CS: Photoshop, Illustrator, InDesign, Acrobat (advantage: AfterEffects and XD)
- Figma (advantage: creating and working with Components)
- Good English verbal and written communication skills
- Good understanding of digital advertising design strategy and implementation – i.e., call to action, structuring information and messaging hierarchy and contextually identifying USPs and marketable value propositions
- Experience and understanding of digital and social media platforms and channels including best practice (advantage: Digital Marketing certification)
- Beneficial: understanding of User Experience (UX) and User Interface (UI) Design

**Minimum experience, skills and attributes:**

- At least four years of experience as a Graphic Designer or Agency Creative (Art and Design) – ideally in a reputable digital or integrated advertising agency environment

- Tertiary qualification in Visual Communication Design or Graphic Design advantageous
- Strong conceptual and execution ability
- A supporting portfolio that demonstrates creative capability and proficiency, ideation, concept and campaign development and execution
- Maintains high standards in when it comes to delivery – both creatively and technically
- Critical thinker with strong interpersonal skills and a positive attitude that’s also willing to support junior and intern staff if needed

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| <p><b>How to apply:</b><br/><i>(for Bizcommunity/via email address/job page)</i></p>  | <p><b>How to apply:</b><br/><i>(for LinkedIn Easy Apply via Nerdw LinkedIn page)</i></p>  |
| <p>Interested candidates that meet the minimum requirements of the role in terms of experience, location, skills and software proficiency are kindly requested to send an email with subject line “Cape Town Designer” to careers@nerdw.com and include, as part of their application:</p> <ul style="list-style-type: none"> <li>a) a concise and up-to-date CV (in PDF format)</li> <li>b) an online portfolio link (Wix, Behance, Adobe Portfolio or similar) showcasing their best work</li> <li>c) an indication of current CTC/package (if applicable), and/or salary bracket expectations</li> <li>d) notice period (if applicable) and/or availability</li> </ul> <p>Regrettably, only shortlisted candidates will be contacted, and should you not hear back from us within two weeks of submitting your application, please consider your application unsuccessful.</p> | <p>Interested candidates that meet the minimum requirements of the role in terms of experience, location, skills and software proficiency are required to submit their details via Easy Apply.</p> <p>Regrettably, only shortlisted candidates will be contacted, and should you not hear back from us within two weeks of submitting your application, please consider your application unsuccessful.</p> <hr/> <p><b>Questions for candidates to answer (for screening purposes) to be added in LinkedIn:</b></p> <ul style="list-style-type: none"> <li>• First name* &lt;field&gt;</li> <li>• Email address* &lt;field&gt;</li> <li>• Mobile phone number* &lt;field&gt;</li> <li>• Home address (City): &lt;field&gt;</li> <li>• Do you have a minimum of 4 years’ experience working as a Graphic Designer or Creative at an integrated or digital agency?* (YES/NO)</li> <li>• Do you have any experience working in Figma? (YES/NO)</li> <li>• You acknowledge that you are aware this role is Cape Town based and in-office?* (YES/NO)</li> <li>• Online portfolio link* &lt;field&gt;</li> <li>• Current CTC &lt;amount/numerical field&gt;</li> <li>• Minimum desired starting salary expectations &lt;amount/numerical field&gt;</li> </ul> |