



## VISUAL COMMUNICATOR ROLE (DIGITAL & GRAPHIC DESIGN)

### Who we are:

S&S is a vertically integrated textile solution provider based in Ruiru, Kenya. We design, produce and distribute a vast array of textile consumer solutions in Sub-Saharan Africa under our two brands **butterfly®** and **texStyle**.

Our energy, focus and commitment are directed towards providing exceptional solutions to our customers proactively in a way that has no match! Our Team is made up of Committed, Curious and Exponentially Driven people who strive to build/add value in all they do.

### Job Description / Duties & Responsibilities:

#### Interactive Content Development

- Graphic design / digital design
- Photography / videography / animations / audio content
- Web & app-based use and knowledge
- Producing design ideas, sketches, proofs and samples
- Continually ensure that brand guidelines are in play across all design projects

#### Consumer & Customer Experience

- Learn from behaviors of customers/consumers to understand them better
- Optimize & customize content for multiple customer/consumer engagement mediums
- Ability to present the designs with supporting background and basis of pitch
- Market and story tell our brands and products through design
- Explore a dynamic mix of mediums to support engagement with customers
- Digital storyboards
- Actively innovate design through in-depth and extensive customer and consumer driven insights
- Engage with customers on brands and products all the time

#### Research, Development & Execution

- Abreast with new trends, design concepts, communication concepts
- Abreast with new marketing and communications mediums and ideas
- Continuous learning and awareness of new design and production solutions
- Independent research for ideas and inspiration
- Research and analysis on strategies to reach a particular audience

#### Technical & Organizational Skills

- Knowledge of colours, texts, styles, fonts, to communicate effectively (typography)
- Technical & practical design capabilities understanding
- Create and identify correct images to depict products/messages
- Maintain and log all design activity and ensure structured data archive architecture

#### Data & Analytics Driven Execution

- Analyze trends, interpret direction and developments, guide and implement new policies, and continuously be relevant to the customer

#### General and Deliverables

- Product design / packaging design
- Advertising / pos / marketing materials (print & digital)
- Campaigns / events / displays collateral
- Corporate collateral / communications & presentations

- Audio / video / digital content creation & management
- Social media content generation / engagement
- Copywriting-for different mediums
- Research on use and functionality of products
- Design Sales tools / catalogues / presentations
- Log / manage / archive all collateral

#### **Candidate Profile**

- The ideal profile is a candidate with passion in visual communications, digital design and graphic design
- The candidate must be able to design, communicate, converse confidently and build relationships
- The candidate must also have great knowledge in industry standard and emerging design capabilities
- The candidate must have a personal interest and passion in learning, design, art, consumer psychology
- The candidate must be an achiever – success driven, result oriented and motivated
- The candidate must share a portfolio of previous digital design work to showcase experience and creativity.

#### **Requisite Soft Skills & Talent**

- Listening skills / inquisitive & curious mindset / excellent communication skills (spoken / written / graphic)
- Planning / multitasking / adaptability / organized / self-starter / attention to detail
- Working in a collaborative team environment
- Artistic abilities, Visual conceptualization & creativity
- Colour creativity / layouts & optimization
- Interest in, and knowledge of the consumer / trade channel markets
- Interest in emerging trends and design techniques
- Interest in new communication and consumer reach methods

#### **Qualifications Requirements**

- University graduate, preferable with a focus on art, design & technology (communications is a bonus)
- Minimum 3 years work experience
- Experience in design thinking process, agile development
- Experience with user-centered design, rapid prototyping, and user testing
- All rounded experience in media generation
- Practical knowledge & experience with design software / standard digital design tools
- Digital design / graphic design / photography / videography / print design skills
- Computerized design / freehand design / sketching skills
- Commercial graphical production & printing techniques
- A good understanding of visual design principles
- Proven digital content skill
- Printing & packaging materials knowledge
- Creative writing and copy writing will be an added bonus

#### **Package & Benefits**

- Competitive remuneration package commensurate with the role and deliverables
- Be a part of an amazing culture, a great work environment driven by empowered teams
- S&S is a great platform to express and exhibit growth capabilities
- S&S values personal development and nurtures this through continuous learning