1. Graphic Designer-CPF/GD/8/24

Job Title:	Graphic Designer
Directorate/Division:	Corporate Affairs
Section/ Unit:	Corporate Affairs
Location:	CPF HQ-Nairobi
Reports to:	Principal Officer, Communications and Public Relations
Direct Reports:	None
Job Grade:	JG 8

Job purpose:

This role is responsible for creating traditional, digital and original designs for the CPF brand based on the specification, needs, and maintenance of the Group's brand image.

Key duties and responsibilities:

1. Coordinate the design of all CPF Group publications, stationary, marketing, promotional materials, merchandise and aid departments in the production of the same.
2. Design all print ads to be published in newspapers, magazines, and other print publications for marketing campaigns.
3. Develop graphic concepts to strengthen the readability and selling impact of marketing efforts
4. Design all adverts and commercials for the CPF Group media campaigns with an aim of creating good selling points.
5. Establish creative direction, maintain, and build upon CPF's brand guidelines
6. Create a wide range of graphics and layouts for product illustrations, Group branding activities
7. Review final layouts and suggest improvements when necessary.
8. Work closely with the digital team to propose print options and colourways.
9. Implement feedback revision, create final designs for printing, generating new and innovative design ideas.
10. Review and proof-read designs to ensure that copy, layout, and dimensions are print-ready.
11. Oversee the printing process to ensure colour quality and consistency.
12. Keep up to date with the latest design trends, techniques, and printing standards.
13. Create new and original designs from scratch for brands based on the specification, needs, and brand image.
14. Take briefs from the sales team and convert the same into artwork in accordance with the said specifications to ensure brand consistency throughout various marketing projects.
15. Perform any other duties as may be assigned from time to time

Knowledge, experience, and qualifications required

Academic and Professional Qualifications/Memberships to professional bodies:

1. Bachelor's degree in graphic design, Communications, Advertising, information Technology (IT), or relevant qualification from a recognized institution
2. Proficient at creative and imaginative thinking for project planning and implementation with ability to use varied design tools.
3. Professional qualification and membership from recognized professional bodies such as Association of Designers of Kenya-ADKE, Public Relations Society of Kenya (PRSK) or Marketing Society of Kenya –(MSK) is an added advantage.

Experience Required:	
1. At least 2-year relevant experience in a similar role preferable in a busy organization	
Role Competencies	
Key Technical Competencies:	**Behavioral Competencies:**
1. Detailed products and service knowledge 2. Video editing and animation skills 3. Project management – delivery focused 4. Social media marketing, advertisement and Infographics 5. Report writing	1. Customer Focus 2. Innovative and creative 3. Nimble Learning 4. Collaborates and Team Player 5. Critical thinking