



## JOB DESCRIPTION

<b>Job Title:</b>	Graphic Design Executive
<b>School/Department:</b>	Corporate Marketing
<b>Contract Status:</b>	Permanent
<b>Location</b>	Corporate Marketing, UNM, Semenyih
<b>Reporting To:</b>	Head of Branding & Creative Services
<b>Purpose of role:</b>	<p>Reporting to the Head of Branding and Creative Services, the Graphic Design Executive plays a critical role in supporting Corporate Marketing by coordinating the creation and delivery of institution-wide promotional materials, branding, and publications from conception to completion, ensuring alignment with the University's strategic objectives. This role consolidates a variety of marketing, branding, communications, and publication activities to support key goals, particularly in marketing, student recruitment, and institutional reputation-building.</p> <p>The Graphic Designer is responsible for producing high-quality visual content across print and digital platforms, maintaining branding consistency, and contributing to projects that enhance the University's reputation, student engagement, and outreach efforts. The position requires a combination of creativity, technical expertise, attention to detail, and the ability to manage multiple projects in a fast-paced and dynamic environment.</p>

### Specific role:

No.	Main Responsibilities
1	<p><b>Design and Creative Development</b></p> <ul style="list-style-type: none"><li>• Create visually engaging designs for print and digital platforms, including brochures, posters, flyers, banners, social media graphics, email templates, web assets, and video graphics.</li><li>• Develop innovative concepts, layouts, and designs that align with the University's brand guidelines and strategic objectives.</li><li>• Ensure all designs are optimised for their intended medium, whether for print or digital use.</li></ul>

2	<p><b>Branding and Visual Identity</b></p> <ul style="list-style-type: none"> <li>• Maintain and enforce the University's visual identity and brand guidelines across all materials.</li> <li>• Act as a brand ambassador by ensuring consistency and quality in all creative outputs.</li> <li>• Provide creative direction and branding support to staff and departments involved in promotional activities.</li> <li>• Regularly review and update the University's branding guidelines to align with evolving strategies and trends.</li> </ul>
3	<p><b>Content and Campaign Support</b></p> <ul style="list-style-type: none"> <li>• Collaborate with the Marketing and Communications team to design creative assets for campaigns, events, and social media, ensuring they align with the university's brand identity.</li> <li>• Partner with the Digital team to produce visuals for the university's website, online advertising campaigns, and other digital platforms.</li> <li>• Develop innovative and engaging designs to support student recruitment campaigns, tailored to resonate with diverse target audiences.</li> <li>• Provide exceptional service to internal stakeholders by addressing their creative needs, managing requests, and delivering assets that effectively promote UNM's offerings.</li> <li>• Serve as a primary contact for branding enquiries from departments across the university, ensuring consistency with brand standards and strategic objectives.</li> </ul>
4	<p><b>Project and Asset Management</b></p> <ul style="list-style-type: none"> <li>• Manage multiple design projects simultaneously, ensuring timely delivery and adherence to deadlines.</li> <li>• Liaise with external vendors, including printers and production houses, to ensure high-quality output for printed materials.</li> <li>• Maintain an organised digital library of design assets, templates, and brand materials for easy access by the marketing team and stakeholders.</li> </ul>
5	<p><b>University-Wide Project Support</b></p> <ul style="list-style-type: none"> <li>• Contribute design expertise to key University projects, including milestone celebrations, infrastructure upgrades, and sustainability initiatives.</li> <li>• Create promotional materials for cross-departmental events, exhibitions, and campaigns that align with the University's vision and values.</li> </ul>
6	<p><b>Training and Branding Support</b></p> <ul style="list-style-type: none"> <li>• Conduct workshops and training sessions for staff and students on branding best practices and basic design principles.</li> <li>• Serve as a key adviser on the application of the University's brand guidelines, ensuring consistency and adherence to quality standards.</li> </ul>

<b>7</b>	<p><b>Photography and Videography Support</b></p> <ul style="list-style-type: none"> <li>• Provide photography and videography services for events, campaigns, and projects, including editing and post-production work.</li> <li>• Manage and curate a library of high-quality visual assets to support marketing and communications activities.</li> </ul>
<b>8</b>	<p><b>Sustainability in Design</b></p> <ul style="list-style-type: none"> <li>• Incorporate sustainable design practices into print and digital projects, such as optimising materials for eco-friendly production and reducing waste.</li> </ul>

**Job Requirement:**

<b>Specification</b>	<b>Essential</b>	<b>Desirable</b>
Qualifications/ Education	Bachelor's degree in Communications, Marketing, Advertising, or related field. Fluent in English	Minimum 5+ years of experience in digital marketing and media planning, preferably in higher education, media, or an ad agency setting.
Skills	Proficiency in performance marketing, media planning, and campaign budgeting.  Strong analytical and problem-solving skills with experience in Google products.  Excellent interpersonal and project management skills.	Google-certified or other relevant digital marketing certifications; experience with CRM systems like Salesforce and Pardot is an advantage.
Knowledge & Experience	Experience running full-scale digital marketing campaigns (search, social, display, video).  Proficient in short-form copy and content management. Skilled in CMS management and web content updates. Strong project management abilities.	Background in education or agency experience, with client-focused work.  Experienced in digital monitoring tools and agile environments.  Familiarity with website management, CMS, CRM, and SEO