

JOB DESCRIPTION

Job Summary:

The Graphics Designer, Marketing & Communications will be responsible for creating visually compelling designs and multimedia content that enhance the visibility and brand identity of Business Center Corporation. The role supports marketing and communication initiatives through the development of creative assets for digital and print platforms, ensuring consistency with organizational branding and communication objectives.

Job Responsibilities:

- Design and produce creative visual materials for marketing, advertising, promotional, and corporate communication purposes.
- Develop graphics for social media platforms, websites, digital campaigns, presentations, publications, and other communication channels.
- Create promotional materials including brochures, flyers, banners, posters, infographics, fact sheets, annual reports, and event materials.
- Ensure all visual content complies with BCC brand guidelines and maintains a consistent corporate identity.
- Develop creative concepts, layouts, and designs that effectively communicate key messages to target audiences.
- Produce and edit digital content, including photographs, videos, motion graphics, animations, and other multimedia materials.
- Support the planning and execution of marketing campaigns by developing creative assets for online and offline promotional activities.
- Collaborate with Marketing & Communications team members to develop engaging content for social media, websites, newsletters, and other communication platforms.
- Create and maintain a library of design templates, photographs, videos, and branding materials for organizational use.
- Assist in managing and updating visual content across BCC's digital platforms, including websites, social media channels, and digital displays.

- Coordinate with internal departments to understand design requirements and deliver high-quality creative outputs within agreed timelines.
- Attend organizational events, trainings, workshops, conferences, and promotional activities to capture photographs and video content for communication purposes.
- Edit and enhance photographs and videos for publication and promotional use.
- Stay updated with industry trends, emerging design technologies, and best practices in graphic design, multimedia production, and digital communications.
- Assist in the design and production of event branding materials, exhibition displays, signage, and promotional merchandise.
- Ensure all artwork and designs are prepared according to required technical specifications for printing, publishing, or digital distribution.
- Support media and public relations activities through the creation of visual content and communication materials.
- Maintain organized records and archives of all creative assets and design files.
- Assist in conferences, workshops, trainings, and corporate events organized by BCC.
- Work closely with external vendors, printers, media agencies, and production partners when required.
- Analyze the effectiveness of visual communication materials and recommend improvements to enhance audience engagement.
- Any other related and internal organizational service delivery work assigned by BCC.

Additional Responsibilities:

- Perform other duties as assigned which are in the best interest of the Company