

**JOB DESCRIPTION**

<b>Job Title</b> Senior Associate – Digital Graphic Designer	<b>Department</b> Marketing & Communication
<b>Reporting to</b> Team Lead - Digital Marketing	<b>Experience eligibility:</b> 3+ years

**About us**

DKMS Asia Private Limited is a service provider for DKMS entities in and outside of India. The organization will be responsible for Marketing and Communication activities: raising awareness, educating and informing the public about the “cause” through online and offline mediums (advertisements in mass media such as print, radio, television, outdoor, etc.) in order to register potential donors (who will be registered at DKMS India). DKMS Asia will also provide Shared Services (HR/Finance/IT/Administration).

**Mission:** To give as many blood cancer and blood disorder patients as possible, a second chance at life.

**Working Hours:** 9:30 am to 6:15 pm (Monday – Friday)

**Position Summary**

**KEY RESPONSIBILITIES**

**Position Summary**

**Key Responsibilities**

- Visualize & design engaging Social media posts (Facebook, Instagram, etc..) as per the editorial calendar
- Create informative Illustrations and/or video content as per plan
- Additional marketing collaterals to be designed as per the brand guidelines
- To collaborate with multiple teams & take creative briefs in written or spoken ideas and convert them into a design
- Conduct in dept research & analyse the performance of digital content
- Keep track of KPI of the social media content and suggest changes where necessary
- To balance and prioritize project requests from colleagues and other departments, ensuring output is delivered to pre-agreed timelines and on schedule.
- Managing change requests for collaterals on a timely basis.
- To comply with the organization’s health and safety, confidentiality, data protection and other policies.
- Take care of additional tasks requested by the Head of Department which may be required from time to time

**Key Skills**

- Expert knowledge and hands on experience of Adobe Photoshop, Adobe illustrator, InDesign, Canva.
- Good understanding of strategy & design principles (ability to vary style and layouts depending on the project)
- Working knowledge of Display Ads, Video Ads & social media
- Having strong skills in Microsoft word, outlook, excel & PowerPoint



WE DELETE BLOOD CANCER

- Photography experience and proficiency with photo-editing software
- Excellent communication (verbal and written) and interpersonal skills both verbal and written.
- Be Driven, Outspoken and Creative
- Have willingness to learn
- Have a great aesthetic sense and be detail oriented
- Able to be self-critical & assimilate feedback in the interests of improving
- Committed to the DKMS-BMST mission
- Ability to work well under pressure, prioritizing and managing workload and projects independently and working on own initiative to deadlines.

**Qualifications:**

- A minimum of 3 years of experience in graphic design and/or Social Media marketing preferably with a creative or marketing agency