



**Mkuki Na Nyota Publishers Limited
Job Description – Senior Digital Designer**

We are looking for a Senior Digital Designer to produce and oversee Mkuki Na Nyota Limited (MNN) Limited digital, print, photography, video and web/interactive creative solutions to support strategic business goals and overall brand continuity. Specifically, the Senior Digital Designer will oversee and coordinate all design projects from conceptualization to delivery, designing original pieces, including illustrations, infographics and video content as well as reviewing junior designers' work to ensure high quality. The Senior Graphic Designer will work with the MNN internal (Digital Communication, Business Development, Editorial, Sales, Production), and external stakeholders to deliver digital and print creative solutions on time and on budget.

Department	Production
Position	Senior Digital Designer
Job Level	Operational
Reporting to	Head of Production
Job Purpose	Responsible for bringing design solutions to life that adhere to MNN marketing strategies and business goals. They must be comfortable making decisions, managing junior designers, have an eye for detail as well as be able see what's happening at all levels of graphic design production from start to finish.

Requirements:

- BSc degree in Design, Visual Arts or relevant field.
- A minimum of 5+ years of proven work experience as a digital graphic designer or similar role.
- Outstanding communication and interpersonal skills.
- Exceptional time management skills.
- Strategic thinker and visualizer.
- Up-to-date with the latest trends and best practices in digital design and measurement.
- Holds a portfolio of completed design projects.
- Proficient in design software (e.g. Photoshop, Adobe Illustrator, InDesign, Balsamiq etc).
- Strong creative and aesthetic skills with the ability to combine various concepts, colors, fonts and layouts to tell a story through visuals rather than text alone
- Attention to visual details.
- Ability to meet deadlines and collaborate with a team and senior art and production, editorial and social media departments.
- Capacity to work independently, prioritize tasks and communicate in a clear and concise manner.
- Understanding of marketing, business development and production department requirements and vendors.

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Main duties:

The Senior Graphic Designer will directly report to the Head of Production. Specific duties include but are not limited to:

- Serve as the lead of the design team, ensuring quality work from the creative team and supervise activities of junior designers
- Oversee conceptualization of design projects - original and unique designs and illustrations.
- Create strategic execution plans for projects and see them through to completion.
- Develop layouts for various, publications – books, informational pamphlets, brochures, newsletters and others digital and/or print interfaces.
- Lead all core interfacing departments of solutions related to technical design problems, design schedules and other issues related to a publication.
- Brainstorm different creative theme ideas and designs to support design projects for teams under MNN.
- Research and advise on new technology and participates in departmental and organizational planning.
- Maintain accurate records of work in progress for billing and departmental records; maintains file management system of completed jobs for easy retrieval for repeated use.
- Design different style guides, presentations, and project visualization for the creatives team.
- Develop direction in workable elements like sketches, graphics, and illustrations.
- Advise on the elements of designs, calligraphy, typography, and colors.
- Design and code digital marketing materials such as templates, emails, website designs, and banners.
- Coordinate the development of graphics-related components for publications.
- Coordinate with printing and production for publication purposes.
- Prepare reports to check the development progressions of the projects tracking, and reports to the team and provide feedback to ensure effectiveness in work and assess between goals and KPIs and ROI.
- Coordinate between Digital and Communication, Production, Editorial, Business Development, Sales teams to ensure a smooth flow of work.

What we offer:

- Opportunity to rapidly learn and acquire skills in dynamic and multicultural work environment.
- Access to a global knowledge base via some of the continent's and world's most brilliant and original minds bring their ideas to be presented to the world.
- A creative and exciting work atmosphere filled with people who are passionate about storytelling.

How to apply

- To Apply submit a copy of your CV and a corresponding cover letter to: digital@mkukinanyota.com
- The **deadline for applications is 30th January 2024**. Please note that only shortlisted candidates will be contacted for interviews.

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