



## GRAPHIC DESIGNER & CONTENT CREATOR

Candidates must have an excellent track record in the hospitality industry, and in this role. The Graphic Designer & Content Creator will be responsible for playing a key role in overseeing the creation of marketing & promotional materials; driving all the social media platforms; ideating and creating a variety of content to engage, inform and inspire new and existing audiences and ensuring the visual language is consistent across all channels and in line with the brand standards. The candidate will also be responsible for making videos for social channels to a high standard that fits the brand story.

### KEY SKILLS

- Creative mindset - ability to take ideas and transform them into stunning concepts
- Passionate about creating visually compelling materials to drive forward brand identity
- Proactive self-starter; confident in pitching new ideas and who thrive on working independently yet collaboratively
- Great verbal and interpersonal communication skills.
- Proficiency in Photoshop, Illustrator, InDesign (etc.).
- Know how to express a message in a clear and creative way.
- Experience in creating content for key social platforms including capturing and editing video, stills, GIFs etc
- Proficient video maker
- Proficient photographer
- Demonstrated understanding of social media best practices, and a keen interest in digital trends, platform innovation and new features
- Eye for detail and strong visual understanding of brand strategies
- Ability to organize and prioritize workload to meet several deadlines at the same time
- Experience in a fast-paced, high traffic, creative work environment
- Ability to translate an idea and message into fun content
- Creativity/Willingness to experiment
- Working knowledge of ad serving tools (e.g., DART, Atlas) will be an advantage
- Familiarity with pop culture, internet and social media trends (memes, campaigns, etc)

### KEY PERSONALITY TRAITS

- Dynamic and not afraid of change
- Adaptable to island life
- Friendly outgoing personality
- Self-motivated and energetic
- Possess strong self-management skills
- Customer focus
- Results driven
- A positive and collaborative attitude
- Ability to create great working relationships with all levels within the company and across multiple disciplines

### EDUCATION & EXPERIENCE

- Bachelors Degree in Graphic Design or related field
- Minimum 2 years of experience in a similar role

Interested candidates should send us an updated CV with a photo by  
7<sup>th</sup> August 2022 and shortlisted applicants will be contacted.

Email: [jobs@amilla.com](mailto:jobs@amilla.com)