



INTERNAL / EXTERNAL ADVERTISEMENT DIVISION: MARKETING AND COMMUNICATION		
09 SEPTEMBER 2024		
REFERENCE NUMBER	POSITION: PERMANENT	NUMBER OF VACANCIES AVAILABLE
MKC: 27/2024	GRAPHIC DESIGNER ALL INCLUSIVE REMUNERATION: TCTC (PER ANNUM) R440 510.00 – R596 099.00	1

MICT SETA seeks to employ a suitably qualified and competent **Graphic Designer**, responsible for delivering consistent and effective concept, design and art direction across a variety of media, including advertisements, brochures, corporate reports, website, digital media and social media materials, all print media, publications, brand awareness, newsletters, DVD and CD packaging, educational materials and marketing collateral. This position is a creative role that assists the MICT SETA to consistently reflect the company's brand identity.

The role will be based at our Midrand Head office and will report to the **Manager: Marketing & Communication**.

MINIMUM REQUIREMENTS:

- Matric plus a National Diploma (NQF Level 6) in Graphic Design/Visual Communication or equivalent
- Certificate: Desktop Publishing and Computer Art (Added Advantage)
- Minimum 3 years' experience in Design/ Desktop Publishing experience.
- Conceptualisation and design of client briefs (Advertising experience preferred)
- Sound knowledge of the SETA sector and its regulatory and legislative framework.
- Good understanding of marketing software.
- Good understanding of social media.
- MS Office (MS Excel, MS PowerPoint)
- Knowledge of Adobe Creative Suite CS6: Acrobat, Illustrator, InDesign, Photoshop,
- CorelDraw, and others as required.
- Knowledge of Colour Management for accurate colour control
- Flexibility in working hours will be required to meet demands of the role.
- May be required to work overtime
- May be required to travel.
- Valid driver's License

ROLES AND RESPONSIBILITIES

Graphic Design

- Design layouts for organisational publications, campaigns, internal and external reports (including covers) and marketing collateral.
- Assist in the development of new campaigns, brainstorming, and execution.
- Designing layouts for campaigns and publications and facilitate sign-off by management.
- Photography of events and other materials.
- Develop all visual communication and marketing campaign elements.
- Design marketing collateral and advocacy material in collaboration with the team.
- Interpret briefs and develop creative artwork.
- Design artwork from the creative brief.
- Ensure adherence to MICT SETA's brand identity and guidelines.
- Conceptualise the brief using existing/new templates, formats, applicable software and develop material which adheres to agreed deadlines.
- Preparing art mock-ups and presenting to management before finalising design/concept.
- Editing proofs to provided specifications and getting signoff/approval before finalising the artwork.
- Coordinate design, presentations, approvals and all visual aspects of production.
- Manage design projects from brief to final output.
- Work on multiple briefs at the same time.
- Plan, organise, prioritise and accomplish design work requirements.
- Maintain a database/library/archival system of all design materials, presentations and other publications.

Corporate Identity

- Regularly updating of Corporate Identity and all entities design templates.
- Create design artwork for public relations and marketing within the MICT SETA corporate identity to maintain the required brand elements while producing innovative, effective designs.
- Design templates for PowerPoint and Poster Presentations.
- Create and edit designs/ images for the entity website, intranet, social media & Email communication.

Visual Production Coordination

- Create and design artwork for web and other digital media in the correct format.

- Ensure artwork is correct and supplied in the right format/sizes/colour codes before being sent for publication.
- Manipulate images and adapt submitted figures to be acceptable for digital and print publication.
- Alter/manipulate images using appropriate and applicable software for publication purposes.
- Scan photographs and other media for publications – produce photo-quality results.
- Prepare all print media, set artwork and check correct application of the logo for reproduction and printing.

Client Relations

- Working and collaborating with other Marketing and Communications employees and management.
- Communicating with internal and external stakeholders about projects progress.
- Working with external stakeholders for publications/printing and other related design stakeholders.

SYSTEM SKILLS:

- Microsoft Office Suite – Intermediate
- MAC operating systems - Intermediate

VALUES

- Customer Centricity
- Ethical
- Innovative
- Committed
- Meritocracy
- Collaboration
- Responsiveness

BEHAVIOURAL COMPETENCIES

- Problem Solving
- Detail-oriented
- Artistic Creativity
- Self-driven and proactive.
- Team player and function independently
- Deadline driven.
- Organised, efficient, versatile.
- Flexibility and adaptability

- Passionate and energetic

FUNCTIONAL COMPETENCIES

- Design and Presentation skills
- Planning and organising
- Time Management
- Verbal and Written Communication
- Strong conceptual skills
- High-level of design, layout, and typography for a variety of mediums
- Video editing & recording
- Photography
- Social Media creative content production

Application:

Please click the link to apply <https://forms.office.com/r/GX7E6vsDX1> by no later than **18 September 2024**.

Queries may be directed to 011-207-2649.

Should candidates not hear from us within 30 days after the closing date of applications, they should consider their applications as unsuccessful. Please note that this is an open position.



White, Indian, Coloured and people with disabilities are highly encouraged to apply for this position in-line with the MICT SETA Employment Equity Targets.

POPIA DISCLAIMER- By applying for MICT SETA's vacancy, you hereby expressly give MICT SETA consent to process your personal information in accordance with the relevant provisions of the Protection of Personal Information Act 4 of 2013 ("POPIA"). Further, the MICT SETA shall retain personal information as per the regulations set out by the National Archives and Records Service of South African Act (NARSSA), Act. 43 of 1996, as amended.

Please refer to the MICT SETA POPIA Disclaimer for further information (<https://www.mict.org.za/popia-disclaimer/>)