

Job Description Form

Job Title: Junior Graphic Designer

Entity: Bureau Veritas Industrial Services

Location: Mumbai

Reports to (job): reports CIF Global SSC Marketing and Sales Manager

➤ Purpose of Position

- Key objectives of SSC are to support global operations (reports integrity review, process monitoring, data integrity, global back-office), mutualize / offshore countries back offices, industrialize BL missions.
 - M&S department has been set-up to support central business lines and network business development teams in responding to large international bids; this department creates and maintains a repository of information and documents
 - CIF SSC Creative office is responsible for providing support to marketing functions in creating the content, produce visually appealing documents
- **Target scope**
 - To produce or modify information in presentations, Sales & Marketing Collaterals, Newsletters, Web content, Proposal Documents etc.
 - Develop graphics and visual or audio images for product illustrations, logos, and websites
 - Understanding the requirements of Stakeholder and Market Leaders for timely and quality execution as and when required

Major responsibilities

Sales & Marketing support:

- Power point presentation review (for customers, for internal presentation, for financial meetings): review the content of the presentation in terms of languages (English), make the presentation lighter and more professional, add schemes graphs or images (to be created), align messages
 - Coordinate content of meetings : define PPT identity of some meetings (create a specific logo or PPT for the Market Leader conference for example), deliver the guidelines to presenters, manage to review several presentations in the same time, deliver final presentations on time
 - Create an I&F or CIF global presentation (short and longer version)
- **Graphic design**
 - Create or update Various Marketing collaterals (brochures, service sheet, Banner, logos, Event creatives) with the ADOBE Suite (**Indesign, Photoshop, Illustrator**)
 - Create signature banners, web banners, animated content (GIF), emails, social media images or other goodies

- **Web Content Management**

- Work with Digital project coordinator (based in India) or IT team in order to update graphic content online
 - Newsletters internal & external: set up a nice design for I&F, help to collect the content and create the newsletter template and design
 - Basic knowledge of **coding** (HTML, CSS –Cascading Style Sheet) will be add-on
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➤ **Criteria for Performance Evaluation (KPIs)**

- **Direct Objectives**

- Compliance with defined processes, BV internal and External guidelines
- Complete and visually effective documentation
- Time to respond
- Error free Designing

- **Indirect Objectives**

- Campaign success rate
 - Number of campaigns supported
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➤ **Qualification and Experience**

- Graduate.; Any specialization
- At least 3 years of relevant experience
- Professional Certification in graphic designing
- Experience in administrative operations of back-office, Sales and Marketing processes and / or experience with Enterprise tools would be a strong plus

Skills & Qualities:

Ability to understand high level topics and strategic messages in order to revamp PPT presentations, Master the ADOBE Suite (Indesign, Photoshop, Illustrator), autonomous work capability, project coordination, confidentiality.

- Excellent communication skills in English – oral and written
- Should be familiar with a wide range of design software, including Quark, Photoshop, Illustrator and Dreamweaver. They should also be familiar with printers, scanners and cameras, as these tools are also used often in the graphic design field
- Ability to create high quality documents
- Ability to read and summarize the expectations
- Expert skills in Word, Excel and PowerPoint
- Planning and decision making
- Good team worker and excellent time management
- Skills to collaborate with global/regional/local colleagues as part of a physical or virtual team
- Good attention to detail and accuracy
- Web developing knowledge will an addon