

JOB POSTING REQUEST FORM

| JOB DETAILS | |
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| Reference # | CP-165-2022 |
| Company Name | Beesline International SAL |
| Industry | Manufacturing |
| Vacancy | Graphic Designer |
| Number of vacancies for that position | 2 |
| Job Type (<i>FT, PT, Contractual, Seasonal</i>) | FT |
| Major(s) | Graphic Design |
| Degree | Bachelor's Degree in Graphic Design |
| Years of Experience | 3-5 |
| Location | Bchamoun |
| Remuneration & Benefits | |
| Currency (LBP, Dollar, Lollar) | Dollar |
| Tasks & Responsibilities | <ul style="list-style-type: none"> • Create engaging, on-brand, and effective graphics/content for a variety of media • Effectively articulate Beesline's values, products, and services • Build brand love, product understanding, and customer loyalty • Elevate the brand identity and communication • Enable the fulfillment of Beesline's strategy, marketing plans, campaigns, and sales <p>Responsibilities</p> <ul style="list-style-type: none"> • Deliver content for variety of platforms: websites, digital and print advertisement in various forms, newsletters, product packaging, information and reviews; testimonials; exhibitions; CSR initiatives and more • Develop stand-alone pieces as well as integrated campaigns material • Study design briefs and determine requirements • Conceptualize directions/visuals/content of various media forms based on requirements • Prepare rough drafts and present ideas |

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- Develop illustrations, animations, logos, and other designs using software and test graphics across various media channels
- Based on feedback, amend designs and ensure final graphics and layouts are visually appealing; on-brand; effectively deliver communication messages and on pre-set business KPIs
- Determine the size and arrangement of copy and illustrative material, as well as font style and size
- View projects until completion internally and externally when requiring alignment with external 3rd party suppliers, producers, etc.
- Provide innovative solutions
- Deliver based on pre-set deadlines

Other qualifications include:

- Expert in design, software (Adobe's Creative Suite, etc.)
- Background in illustration, animation and photography is a plus, eCommerce experience is a plus
- Strong communication skills with ability to translate briefs and insights into effective content
- Detail-oriented, creative, innovative and tech savvy
- Business minded: Understanding of the latest trends and their role within a commercial environment
- Strong organization and time management skills, ability to work under pressure
- Versatile. Ability to thrive in a cross-functional environment: work on several projects and coordinate with different teams/team members at the same time
- Flexible with working hours, adaptable, solution oriented