

Who is SmartStart Early Learning (RF) NPC?

SmartStart is a *successful national network* of NGOs & partners realising **quality, affordable early learning for all 3-5 year olds** — through *scaling a network of providers, and achieving specific ecosystem transformations* with governments and partners.

Opportunity!

Job title	Graphic Designer
Nature of time commitment	Full-time
Modality & Location	Negotiable: hybrid (office: 25 Griswold Rd Saxonwold Joburg)
Nature of contract	Indefinite
Duration & Timeframe	from 1 April 2024 onwards
Job grade (Paterson framework)	C Lower
Remuneration	R310-445kpa / R25-37pm depending on profile plus eligibility for 5-15% performance bonus determined annually
Manager	Brand Marketing Manager
Number of vacancies	One (1)
Application procedure	Via Recruiter

Child Safeguarding Policy

Any and all applicants must adhere with the SmartStart Child Safeguarding Policy which has been developed in line with the International Standards for Child Safeguarding which provide a benchmark for organisations working with children.

In terms of this Policy, SmartStart will not employ anyone whose name is on the National Child Protection Register or who has been convicted of a criminal offence involving a child.

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 SmartStart South Africa

 SmartStart South Africa

 @smartstartsa

www.smartstart.org.za

Graphic Designer

Job Specification

Purpose

Developing and executing high-quality visual content that aligns with SmartStart brand identity and overall marketing objectives.

- Serves as a member of the Brand and Communications creative team.
- Collaborate with cross-functional teams to conceptualize and create impactful designs across various mediums.
- The ideal candidate will bring a wealth of experience, a passion for design innovation, and the ability to mentor and guide junior designers.

Location in organisation

- Line Manager: **Brand Marketing Manager**
- Job grade (Paterson framework): **C Lower**



Key Responsibilities

- Collaborate with marketing, programme, and other teams to understand project goals and deliver creative solutions that meet SmartStart objectives.
- Lead the design process from concept to completion, ensuring the quality and consistency of all visual assets.
- Create visually stunning and effective designs for digital and print collateral, including marketing materials, presentations, social media graphics, and more.
- Mentor and provide guidance to junior designers, fostering a collaborative and creative team environment.
- Stay abreast of design trends and early learning best practices to continually elevate the quality and impact of SmartStart visual content.
- Develop and maintain a comprehensive understanding of our brand guidelines, ensuring brand consistency across all design projects.
- Work closely with external vendors and freelancers as needed, ensuring the delivery of high-quality design assets on time and within budget.
- Participate in brainstorming sessions and contribute innovative ideas to enhance the overall creative direction of the organisation.

Person Specification

Qualifications & Experience

- Bachelor's degree in Graphic Design, Visual Arts, or a related field.
- Proven experience as a Graphic Designer, with a strong portfolio showcasing a variety of design projects.
- Expertise in industry-standard design software, including Adobe Creative Suite (Illustrator, Photoshop, InDesign).
- Demonstrated experience in both digital and print design, with a focus on brand collateral and marketing.
- Strong conceptual and strategic thinking skills, with the ability to translate ideas into visually compelling designs.
- Exceptional communication and collaboration skills, with the ability to present and justify design decisions to cross-functional teams.
- Previous experience in a senior role or mentorship role, guiding and inspiring junior designers.
- Excellent project management and time management skills, with the ability to handle multiple projects simultaneously.

General Knowledge & Understanding and/or Skills & Abilities

- Experience in motion graphics and video editing.
- Knowledge of UX/UI design principles.
- Familiarity with web design and development processes.
- Ability to work in a fast-paced, deadline-driven environment.
- Passion for staying updated on design trends and emerging technologies.

