Senior Graphic Designer

For an advertising company

<u>Location:</u> Baabda

<u>Major</u>: degree in Graphic Design, Computer Graphics and Interactive Media, or any related field

<u>Experience:</u> 3–5 years of experience in graphic design, with a strong focus on social media content

<u>Key Responsibilities:</u>

– Create static and animated content for Instagram, TikTok, Facebook, LinkedIn, etc.
– Design full content packages including posts, stories, reels covers, highlight icons, and social templates
– Develop creative assets for paid ads and organic campaigns based on platform specifications
– Collaborate with the Social Media Manager and Content Creator to interpret briefs into strong visuals
– Develop campaign themes, mood boards, and art direction ideas
– Ensure visual consistency and brand alignment across all touchpoints
– Stay up-to-date with visual trends, formats, and best practices for each platform
– Adapt creative assets to different screen sizes, ratios, and motion formats (carousel, reel, GIF, etc.)
– Suggest new styles and design directions to keep content fresh and engaging
– Mentor junior designers and provide design feedback when needed
– Work closely with video editors, animators, and content writers to deliver integrated creatives
– Organize and archive all design files in a structured and accessible way
– Deliver polished, error-free assets that meet high visual standards
– Ensure all designs follow brand guidelines and are visually appealing and platform-ready
– Troubleshoot visual issues and proactively suggest improvements

<u>Additional Requirements:</u>

– Proficient in Adobe Creative Suite (Photoshop, Illustrator, After Effects is a plus)
– Deep understanding of platform specs (ratios, resolutions, formats)
– A portfolio showcasing social media design work (motion is a big plus)
– Animation or basic motion graphics experience (e.g. After Effects, Canva motion)
– Experience working in an agency environment
– Familiarity with Arabic typography and bilingual layouts

<u>How to Apply:</u>

Kindly send your CV or contact the Career Services Center, E-mail: career.services@balamand.edu.lb, Ext. 7801; 7802