

## **Marketing Coordinator and Graphic Designer- Al Khawajat Group**

*Food and Beverage industry*

Location: Lebanon

### **1- Marketing Coordinator:**

Major: degree in Marketing, Business Administration, Mass Media and Communication, or any related field

Experience: 1–3 years of experience in social media, content creation, or general marketing roles.

#### Major Responsibilities:

- Handle the social media pages of the company by preparing a month-ahead content calendar (post, story frequency, timing, dates of posts) to be reviewed and validated with management.
- Plan and maintain a detailed monthly content calendar, scheduling posts and stories to maximize engagement across platforms.
- Visit all branches frequently to capture both candid and carefully staged photos and videos, ensuring a consistent visual narrative.
- Engage during shoots by offering creative input on visuals—such as framing, lighting, and styling—to ensure content reflects the brand’s positioning.
- Participate in marketing brainstorming sessions and proactively suggest innovative creative solutions for campaigns and content.
- Arrange props and styling elements for campaign shoots, contributing to professional and aesthetically pleasing outcomes.
- Write compelling captions, choose relevant hashtags, and uphold a polished, consistent brand voice across all communications.
- Collaborate effectively with internal teams, graphic designers, photographers, videographers, media, and bloggers to ensure smooth and timely delivery of all marketing needs.
- Support website setup and diligently keep online platforms and directories, such as Google My Business, regularly updated with fresh content.
- Handle community interactions, including promptly replying to customer reviews and messages on social media and other online platforms.

#### Additional Requirements:

- Familiarity with Instagram, Meta Business Suite, and analytics tools.
- Experience coordinating with different stakeholders (internal teams, external agencies, suppliers).
- A compelling portfolio displaying visual content creation and a strong understanding of brand storytelling is a plus.

### **2- Graphic Designer:**

Contract type: Freelance

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

Experience: 2-5 years of professional graphic design experience

#### Major Responsibilities:

- Design and produce a wide range of visual assets for various digital and print platforms (e.g., social media, website, and marketing collateral).
- Collaborate effectively with project teams and stakeholders to interpret design briefs, understand requirements, and develop innovative visual concepts.

- Ensure all graphic outputs strictly adhere to established brand guidelines while maintaining a fresh and modern design approach.
- Manage multiple design projects simultaneously, ensuring timely delivery within agreed-upon deadlines.
- Incorporate feedback from reviews and iterate on designs to achieve optimal artistic and strategic outcomes

Additional Requirements:

- Proficiency in industry-standard design software, including but not limited to Adobe Creative Suite (e.g.,
- Photoshop, Illustrator, InDesign).
- Demonstrated expertise and a discerning eye for luxury design aesthetics.
- A compelling professional portfolio displaying relevant work and a solid foundation in design principles.
- Ability to work remotely with essential design tools.

How to Apply:

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