Art Director, Graphic Designer and Multimedia Designer- Pixel Z

Advertising Services and innovation

1- Art Director:

Major: degree in Mass Media and Communication, Fine Arts, Photography, or any related field
Experience: 4-6 years of experience in art direction, preferably within a creative agency or marketing environment
Major Responsibilities:
— Organize the shoot's logistics including location scouting, securing models, and coordinating props.
— Plan and manage the shoot schedule, including selecting the necessary crew (photographers, stylists, etc.) and ensuring the shoot stays on time and on budget.
— Work closely with external vendors when needed (location managers, stylists, makeup artists, etc.) to ensure smooth production.
— Ensure all shoot props are organized and ready for the shoot day.
— Stay updated on industry trends, new techniques, and visual best practices to ensure the creative output remains fresh and innovative.

2- Graphic Designer:

Major: degree in Graphic Design, Computer Graphics and Interactive Media, or any related field
Experience: 4-6 years of experience in graphic design, preferably within a marketing or agency environment.
Major Responsibilities:
— Create visually compelling graphics for social media, advertisements, and marketing collateral.
— Develop a branding and maintain brand identity elements across all creative deliverables.
— Adapt creative assets to different formats and sizes while ensuring quality and consistency.
— Work closely with content creators, and account managers to understand project goals and brand requirements.
— Participate in brainstorming sessions and provide creative input aligned with marketing strategies.
— Ensure designs align with client objectives, messaging, and audience preferences
— Deliver high quality, error-free visual content within established timelines.
— Continuously refine designs based on internal feedback, client direction and performance feedback. Strong proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign).
— Stay updated on design trends, typography standards, and visual best practices to elevate creative output.

3- Multimedia Designer:

Major: degree in Animation, Fine Arts, Graphic Design, or any related field
Experience: 4-6 years of experience in motion graphics or multimedia production, ideally in a digital or agency setting.
Major Responsibilities:
— Create visually compelling graphics for social media, advertisements, and marketing collateral.
— Develop a branding and maintain brand identity elements across all creative deliverables.

- Produce multimedia content including animations, short videos, motion graphics, and interactive visuals.
- Edit video content for social media campaigns, paid ads.
- Enhance visual storytelling using transitions, sound, and special effects to strengthen creative impact.
- Collaboration & Direction
- Work with account managers and graphic designers to develop multimedia concepts aligned with brand goals.
- Participate in creative ideation and campaign

Additional Requirements:
- Strong proficiency in Adobe Premiere, After Effects, and motion design tools.
- Strong proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Excellent visual storytelling skills, with strong understanding of layout, color theory, and typography.
- Strong editing, storytelling, and post-production skills.
- Ability to manage multiple projects under tight deadlines.
- Knowledge of 3D animation or sound design is a plus.

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