

# Digital Designer

<b>Remuneration:</b>	R24000 - R29000 per month basic salary
<b>Location:</b>	Cape Town, Tokai
<b>Remote work:</b>	Remote work allowed optional
<b>Type:</b>	Permanent
<b>Company:</b>	GVI

**Start date:** June 2024

**Type of role:** Permanent

**Location:** Hybrid/remote

**Job level:** Experienced

**Remuneration:** R24,000 - R29,000 pm (CTC), depending on experience.

## About GVI

[GVI Planet](#) | [GVI People](#)

At GVI, we're driven by the desire to make a positive impact on our planet and its people. Our dedicated teams are actively working to address global challenges and together, we leverage a diverse set of specialised skills to pursue a shared vision: fostering a brighter and more sustainable future for all.

We offer award-winning conservation and community development programs in 13 countries, all aligned to the United Nations Sustainable Development Goals, and led by our teams and experts from the communities we operate in.

Working at GVI is fast-paced and fun. We value passion, authenticity and innovation, and we treat each other with respect. But we can do better than words to show you who we are! To see what it's really like to work for GVI, click [here](#).

## About the role

Finally, a digital design role with purpose!

Our global team at GVI is on the lookout for a talented Digital Designer to join us in our mission of protecting our planet's ecosystems and communities.

As a key member of our design team, you'll bring fresh energy and collaborate closely with the creative director and other team members to design digital assets, website elements, and some print materials from time to time—all aimed at driving positive change. Staying ahead of gen-z market trends and brand evolution is key.

We're in search of someone with a keen eye for detail and a talent for transforming creative briefs into impactful designs. You thrive in collaborative team settings, enjoy brainstorming ideas, and welcome constructive feedback. Additionally,

you're also known for your discipline and organisational skills, effortlessly managing multiple projects and meeting reasonable deadlines.

The successful candidate will showcase a strong desire and passion for environmental protection and sustainable development by enhancing our brands' UI and UX, improving website conversions, boosting click-through rates, and refining our variety of brands' identities and their engagements, while ensuring consistent market appeal.

While this all sounds super serious, we are a bunch of individuals who also love to have fun, be silly and laugh at ourselves! Get your outfits ready if you feel like dressing up like a shark or plastic bottle zombie for meetings on our themed costume days...or enjoy a lunch out with colleagues in your area if dressing up is just not your vibe! You do you!

## **Role and responsibilities**

The goal of the Digital Designer is to design, innovate and improve GVI's marketing materials across all our marketing platforms including our websites, social media and some print collateral, ensuring it is engaging, impactful and aimed at resonating with our audience, primarily gen-z.

## **What you will do**

- Create engaging digital assets, visually captivating marketing collateral and print materials for our variety of brands in the conservation, travel and sustainable development sectors through all online & offline touchpoints.
- Aim to enhance the digital user experience of our websites across all brands and devices.
- Contribute to brand style guides and assist with their implementation across all channels. This includes internal materials such as presentations, letterheads, business cards, email signatures, document templates, fun event invites, etc., as well as external materials such as auto-emails, social media assets, animated GIFs, paid media assets, or video clips from time to time. There will be times you need to think outside of the box, research, and find solutions to challenges we haven't tackled before.
- Collaboratively develop our brand identities in line with current trends, primarily targeting gen-z audiences, mainly residing in the UK, USA, and Europe.
- Collaborate with the wider marketing team to offer fresh design ideas and contribute to brainstorming sessions.
- Image sourcing, image editing, and retouching tasks as needed.

## **Professional skills and experience**

- A passion for our planet and being part of driving positive change.
- An enthusiasm for UX.
- 2-5 years of working experience in a digital design role, with a strong portfolio showcasing web design or UI and UX projects, social media, and some print & layout design if you have any. If you have that groundbreaking logo, show it to us too!
- Competent with Adobe Creative Cloud, primarily InDesign, Illustrator, and Photoshop.
- We love to hear solutions instead of problems.
- The ability to work collaboratively with fellow creatives to conceptualise campaigns, but also the capability and drive to take initiative and work independently at home (or a café), since this is a remote job.
- Capacity to juggle between multiple brand identities and design software simultaneously.
- Strong interpersonal and organisational skills.
- An excellent work ethic and a natural inclination to learn and share knowledge with the team.
- Mastering creative briefs and providing various design solutions and options for multiple projects or challenges.
- Familiarity with, or experience in using Figma, Builder.io, EditorX, and Wix Studio would be advantageous, but not required.
- A driven team player who thrives in a diverse marketing team environment.
- Capable of giving and receiving constructive feedback.

We require a robust portfolio demonstrating a range of design skills and projects. The ideal candidate will have studied at

a recognised tertiary institution, but ultimately, the quality of their portfolio and experience will carry the weight in our selection process.

Show us the work you're most proud of. We're also welcoming the work you have created that you are not proud of, did not like or agree with, but which made you grow and develop in some way. Please motivate the details in your portfolio if you include examples like that.

### KPI's

- Designs are engaging, consistently high quality, accurate, and resonate with our gen-z audience.
- Brand identities are maintained, developed and elevated across all platforms and touchpoints, internally and externally.
- Tasks are delivered within the agreed timeframes.
- Design files and assets are maintained and managed in an organised manner.

### Benefits

Here's what our global team enjoys:

- Collaborative, flexible culture
- Transparency – hear directly from the CEO consistently
- We laugh a lot, genuinely care about and support each other, and do the occasional dress-up
- Leadership development
- In-house counselling support
- Growth opportunities across our 17 locations!

### To apply

Apply if you're ready to match your digital design skills to meaningful, global projects. We'd love to have you on board! Please send your CV, portfolio link or a PDF Portfolio (8MB max), and a Cover Letter stating why you feel you would be best suited to this position at GVI.

GVI is committed to providing equal employment opportunities and values diversity in our organisation. We encourage applications from all qualified candidates.

**Please note: We will do our utmost to respond to all applicants, however, given the large volume of applications we receive, this isn't always possible. If you do not hear back from us within three-four weeks, please take it that on this occasion your application was unsuccessful.**

Posted on 09 Apr 15:39, Closing date 8 Jun

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