

Job Title: Senior Graphic Designer

Location: Mumbai

Reports to: Social Media/PR Head

Employment Type: Full-Time

Gender: Male

Age: 24 – 30 yrs

Salary: 25k to 35k

Experience: 3–5 years

To Join By: Immediate / Within 15 days

About this role:

We are looking for a creative and experienced Senior Graphic Designer to lead the design and visual communication efforts for social impact campaigns. The role involves creating compelling creatives, maintaining brand consistency, and collaborating with cross-functional teams to deliver high-quality visual content.

Key Responsibilities

1. Creative Design & Execution (40%)	• Design engaging social media creatives, banners, and posters. • Create fundraising and awareness campaign visuals. • Develop YouTube thumbnails and other digital assets.
2. Branding & Quality Control (20%)	• Maintain brand consistency across all design outputs. • Review, revise, and improve creatives based on feedback.
3. Collaboration & Coordination (15%)	• Work closely with content and social media teams.
	• Ensure alignment between design and campaign objectives.

4. Project Delivery & File Management (15%)	• Deliver creatives within deadlines. • Organize and manage design files and assets efficiently.
5. Research & Innovation (10%)	• Stay updated with latest design trends and tools. • Bring fresh and innovative ideas to campaigns.

Candidate Specification - Education:

- Bachelor's degree in Design, Fine Arts, or related field (preferred).

Experience:

- 3–5 years of experience in graphic design.

Skills & Competencies:

- Strong knowledge of Adobe Photoshop and Illustrator.
- Experience in social media and campaign design.
- Strong layout, typography, and branding skills.
- Creative thinking with attention to detail.
- Basic knowledge of Canva and motion graphics is a plus.

Personal Attributes:

- Detail-oriented and creative.
- Ability to meet deadlines in a fast-paced environment.
- Strong team coordination and communication skills.

Additional Requirements:

- Portfolio showcasing relevant work is mandatory.
- Experience in NGO or campaign-based design is preferred.

Please share your updated resume at: contact@pmspl.net.in