



About IIMB	The Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia. Under the IIM Act of 2017, IIMB is an Institute of National Importance.
Industry/Service	Higher Education
Designation	Graphic Designer – Digital Marketing
Job Purpose	As a talented and creative Graphic Designer with a unique voice and perspective, you will play a pivotal role in creating visually compelling designs for various digital platforms including social media, websites, email campaigns, digital ads, and more. You will be part of the Digital Marketing team, and your designs will be central to promoting our brand, engaging our target audience, driving brand awareness, lead generation, and sales.
Job Type & Duration	Consultant for a period of one year extendable based on performance.
Principal Accountabilities & Responsibilities	<ul style="list-style-type: none">• Ideate and deliver high-impact and high-quality creative brand solutions with an astute understanding and adherence of brand specifications/guidelines.• Create visually engaging graphics for digital marketing materials, including social media posts, banner ads, email newsletters, website assets, infographics, and more.• Collaborate with marketing teams efficiently to understand campaign objectives and design briefs. Create designs that align with IIMB's marketing goals and wider business objectives.• Develop and execute digital design concepts that represent the brand's visual identity across all platforms.• Optimize designs for different digital formats, ensuring they are optimized for mobile and desktop views.• Stay updated on design trends and digital marketing best practices to bring fresh, innovative ideas to campaigns.• Work closely with content creators and video editors to ensure that design elements complement written content, enhancing the overall marketing message.• Maintain consistency in design across all digital touchpoints, ensuring the brand's voice and aesthetic is reflected accurately.• Create responsive and adaptive designs for various screen sizes, especially for social media platforms and display adverts.• Prepare final design files for digital publication and assist in the production process. Accordingly, prioritize deadlines and effectively manage multiple creative projects parallelly.• Analyze design performance and make data-driven improvements to designs, based on engagement metrics, conversion rates, and recommendations from internal stakeholders.
Key Skill and Ability Requirements	<ul style="list-style-type: none">• Proven experience as a Graphic Designer in digital marketing, with a portfolio demonstrating your creative skills.• Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) or other graphic design tools.• Solid understanding of design principles, typography, color theory, and layout design for



	<p>digital media.</p> <ul style="list-style-type: none">• Experience with web design principles, and familiarity with HTML/CSS is a plus.• Strong understanding of digital marketing concepts and strategies, including social media, email marketing, and paid media.• Ability to work on multiple projects simultaneously while meeting deadlines.• Excellent communication skills and attention to detail.• Knowledge of UX/UI design principles is a plus.
Qualification and Personal Profile	<ul style="list-style-type: none">• The candidate should hold a bachelor's degree in graphic design/arts/fine arts.• The candidate should have a minimum of 2 years of experience working with marketing automation platforms.• Knowledge of motion graphics or video editing tools is a plus.• Basic understanding of SEO best practices for image optimization.

Interested candidates may fill the application using the link: [here](#)

The closing date for applications is 25th April 2025. Only shortlisted candidates will be intimated. It is mandatory to fill in all the fields and the following documents are required to be uploaded while submitting the application.

- 10th & 12th Marksheets.
- Diploma/Graduation – **All semester wise Marksheets & Final Degree/ Graduation Certificate.**
- Post - Graduation (if applicable)– **All semester wise Marksheets & Final Post – Graduation Certificate.**
- **All experience letters.**
- Recent 3 months' **payslips** or 3 months' income proof.
- If you have undergone any training, kindly attach the **training certificates.**

Applications without these documents will be treated as incomplete and will not be considered.