

SENIOR GRAPHIC DESIGNER

We are seeking a talented and creative Graphic Designer with expertise in brand development and luxury tourism and hospitality brands to join our team. As a Graphic Designer, you will be responsible for creating visually appealing designs that communicate our brand message effectively. You will collaborate with cross-functional teams to develop various design materials, including digital and print assets, marketing collateral, and website graphics. The ideal candidate has a strong portfolio showcasing a range of design skills and a passion for delivering visually captivating and impactful designs.

Responsibilities:

- Shape and evolve a brand identity by crafting visually compelling brand assets, collaborating with teams to ensure brand consistency, developing and maintaining brand guidelines, and continuously monitoring design trends and market insights to refresh and innovate our brand strategies for maximum impact.
- Develop visually compelling designs that align with brand guidelines and objectives.
- Collaborate with the marketing team to create engaging marketing materials, including brochures, flyers, social media graphics, and digital advertisements.
- Design and produce website graphics, UI/UX elements, and other digital assets.
- Create eye-catching visuals for presentations, infographics, and reports.
- Generate original concepts and design layouts for print and digital campaigns.
- Ensure all design materials adhere to quality standards and are delivered within established deadlines.
- Stay up-to-date with design trends, industry best practices, and emerging technologies to bring innovative ideas to the team.
- Work closely with stakeholders, including clients, to understand project requirements and deliver designs that meet their needs.
- Collaborate with cross-functional teams, including marketing, product, and development, to brainstorm and execute design projects.
- Maintain a well-organized design repository and documentation for easy access and reference.

Requirements:

- Bachelor's degree in Graphic Design, Visual Arts, or a related field.
- Proven experience in graphic design and brand development, either in an in-house or agency setting, for luxury hospitality brands and destinations
- Proficient in industry-standard design software (e.g., Adobe Creative Suite: Photoshop, Illustrator, InDesign).
- Strong understanding of design principles, typography, color theory, and composition.
- Ability to translate concepts and ideas into visually appealing designs.
- Excellent communication and interpersonal skills to effectively collaborate with team members and stakeholders.
- Strong attention to detail and ability to multitask in a fast-paced environment.
- Ability to work independently and proactively, while also being a team player.
- A portfolio showcasing a diverse range of design projects and a strong sense of aesthetics.

About us:

Sustainable Tourism Consultants Ltd. (STC) is an independent consulting firm with European roots and global reach. We are specialists in the tourism, travel, leisure and hospitality industry with extensive experience in strategy development and implementation, destination design, development and management, experience creation, destination marketing, smart tourism and investment promotion. After 20+ years working for governments and tourist boards in Europe and the Middle East, we decided to alter direction. Now, we share our passion by helping other fast-growing and emerging destinations to successfully develop and implement strategies that adopt and increasingly lead international good practices. We are experts in delivering "Build, Operate, Transfer" projects, where we establish, develop and activate new business units and programs on behalf of our clients and support them, particularly in the start-up phase of the projects, enabling them to implement global best practices with strong supports during the initial implementation phases of the programs.

Apply:

Please submit your CV and portfolio through our website: <https://sustainabletourismconsultants.com/about>.

Only shortlisted candidates will be contacted for further evaluation.