

# Middlesex University Dubai

## Job Description



Middlesex  
University  
Dubai

**Job title:** Graphic Designer

**Work Location:** Middlesex University Dubai – Knowledge Park

**Division/Department:** Marketing Department

**Reports to:** Marketing Manager

<input checked="" type="checkbox"/> Full-time	
<input type="checkbox"/> Part-time	

**Purpose:**

The graphic designer is responsible for the creation of a wide variety of print and electronic publications and other items to communicate Middlesex University's Dubai image and messages to on and off-campus constituencies. Responsibilities include the conceptualisation, design and production supervision of logos, promotional items, special-event material, brochures and advertising, along with ensuring the University's website and social media platforms are regularly updated and creatively utilised to effectively maximise the University's online presence. A key part of this role is the development of good working relationships with offices and departments across campus. The graphic designer/web editor reports to the Marketing Manager and works with additional personnel, including Quality office and Human Resources office.

### Specific Duties :

- Demonstrate the ability to develop multiple design concepts for consideration as needed.
- Possession of creative flair, versatility, conceptual/visual ability and originality
- Research design and technological trends to help ensure the University's publications, website and social media are up to date and effective in reaching target audiences
- Increase awareness of and positive participation in the University's social media platforms
- Coordinate with other departments and offices to address needs related to publications, the website, specialty items and graphic design
- Maintain positive working relationships with faculty, staff, students and other constituencies
- Work efficiently and professionally in a fast-paced, deadline-driven environment
- Maintains image resource files.
- Maintain a consistent message throughout the development and design process
- Responsible for designing all documents, logos, graphics, and any visual media using software available, scan and import digital imagery; take digital photographs as needed; meet with clients to discuss layout, idea creation, and development.
- To offer informed expert advice on design principles and technologies
- Prepare all artwork for print and coordinate printing schedules and press checks as necessary.

- Proofreading to produce accurate and high-quality work;
- Undertaking other duties not specifically stated which from time to time are necessary without altering the nature or level of responsibility.
- Other duties related to Marketing and Events as requested.

**Qualification:**

- Good spoken and written English.
- Bachelors or master's degree in graphic design or a related field.
- Previous experience in web design highly preferred.
- Should have a good working knowledge of Adobe Creative Suite (especially InDesign, Photoshop and Illustrator) for Mac and Microsoft Publisher for PC; commonly used Internet browsers; and Microsoft Outlook, Word and PowerPoint software, File Transfer Protocol (FTP) procedures and general processing programs.

**Knowledge, Skills and Additional Criteria:**

- Possession of creative flair, versatility, conceptual/visual ability and originality.
- Ability to work unsupervised and to direct own work.
- Excellent interpersonal and organizational skills, with a proven ability to multi-task effectively and a dynamic, outgoing personality.
- Good level of literacy.
- Flexible attitude and approach.
- Communication skills with the ability to explain design to a range of users.

**Employee Name:****Employee signature:****Date:**