

Graphic Designer - TotalCare

Family clinics, emergency rooms, and behavioral health working together

Major: degree in Graphic Design, Computer Graphics and Interactive Media, or any related field

Experience: 2 - 3 years of experience, with Strong knowledge and expertise in animation are mandatory

Major Responsibilities:

- Developing with creativity new design concepts, graphics and layouts that align with project objectives and Total Care’s brand guidelines
- Building and executing social media strategy through: Competitive research, Platform determination, Benchmarking and Audience identification
- Designing, editing, publishing and sharing daily content that builds meaningful connections and encourages community members to take actions (Creative Captions, Images, Video or GIF)
- Designing graphic user interface elements like websites and mobile applications when needed, while ensuring that all designs adhere to the brand’s visual identity and guidelines
- Staying up-to-date with industry development, trends, tools, and best practices to continuously enhance design quality and innovation
- Incorporating feedback into designs, ensuring revisions align with project goals while maintaining high quality standards
- Participating in brainstorming sessions and contributing with creative ideas to support project development and branding strategies
- Organizing and managing design files, ensuring efficient retrieval, and assisting with file access and updates when needed
- Preparing and packaging files for print and digital distribution, ensuring optimal quality across all formats

Additional Requirements:

- Advanced proficiency in desktop publishing tools, particularly Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, etc.)
- A portfolio of design projects must be attached with the CV
- Solid understanding of marketing principles, production processes, website design corporate identity, product packaging, advertising and multimedia design

How to Apply:

Kindly send your CV or contact the Career Services Center, E-mail: career.services@balamand.edu.lb, Ext. 7801; 7802

