

Job Description

The post holder will work in conceptualizing, researching, creating and producing corporate advertising and promotional material keeping in line with the airline's visual 'brand' and choosing the appropriate media and style to communicate such messages with the highest visual impact.

The work demands creative flair, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines.

Key responsibilities will include:

- Meet clients to discuss the business objectives and requirements of the job; and interpreting the client's business needs and developing a concept to suit their purpose; to be proactive in presenting or 'pitching' their ideas and designs to prospective customers. Using innovation to redefine a design brief within the constraints of cost and time.
- Think creatively to produce new ideas and concepts to communicate with the highest visual impact. Take part in brainstorming with the team to come up with the best creative strategy/ direction for the material needed.
- Develop designs and produce art work layout of collateral material for all corporate requirements for internal and external customers taking into consideration the material/type of media and budgets allocated. Design and create all web-based banners, EDMs and other material.
- Develop designs and produce artwork for branding purposes and interior designing.
- Present finalized ideas and concepts to clients or account managers; Pitching for design briefs against other suppliers. Developing designs by gathering information and data through research; and keeping to the latest trends in design and layouts most suitable for the airline industry.
- Estimate the time required completing the work and providing quotes for clients; evaluating total cost per job/ savings made to the company and updating cost saving details, liaise with staff who perform the departments budgetary analysis and process payments on all outside payments and liaise with procurement when procuring outside services need to be made on behalf of internal and external customers whilst maintaining estimates/ quotations and delivery records from third party suppliers.
- Direct the printers, copywriters, photographers, camera men, audio video editors, other designers, internal and external customers, advertising and marketing specialists, production houses, model banks and web developers.
- Standardize and maintain data and contact base of printers and all suppliers around the network in order to maintain the best quality productions for collateral at best cost effective price; supervise all creative jobs in order to maintain the highest creative and print and visual quality.
- Manage and maintain graphic files, including photos, videos, logos and art work.
- Maintain a Model bank/ Model details/ contact numbers and all model contracts.
- Standardize corporate collateral, in-flight product and all network stationery by designing, updating and maintaining creative graphic templates which will help maintain the brand image of the airline.
- Handle/ coordinate video and photo shoots for the airline and ensure that the captures are in line with the Airline's creative requirements.
- Be a SriLankan Airlines coordinator for internal and external customers by providing supervision and basic facilitates for any third-party shoots done at the in-flight training mock / airport.

Requirements

Bachelors' Degree in Creative Design/ Communication Design with 2 year's work experience in a relevant discipline.

OR

Full professional qualification in Creative Design/ Communication Design with 2 years' experience in a relevant discipline.

Age to be not more than 35 years as of 07th November 2024 which is the closing date.

Be a Sri Lankan citizen.

Employment will be offered on fixed term contract.

Influencing will be a reflection of unsuitability.

We are an equal opportunity organization.

Please note that we will correspond with you within a month of closing the advertisement in the event your application is shortlisted for consideration.

Job Information

Department Name
Marketing

Date Opened
28/10/2024

Application Closing Date
07/11/2024

Job Type
Full time

Industry
Airline - Aviation

City
Katunayake

Province
Western

Country
Sri Lanka

Postal Code
11450