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Job Title: Graphic Designer

Work Rate: Full-Time

Start Period: Immediate

Location: ICF Hangzhou Office (see website for details).

Hours of Operations: M-F 9am to 530pm Beijing time.

Deadline: August 10th, 2024

Apply to: info@canoeicf.sport

Job Description: Graphic Designer

Department: Growth and Communications

The International Canoe Federation (ICF) is seeking a talented Graphic Designer to join our Marketing and Communications team. As a key member of our creative team, you will play a crucial role in visually communicating the excitement and passion of paddle sports to a global audience. Your creative designs will help enhance the ICF's brand identity and elevate our marketing and communication efforts across various channels.

Responsibilities:

- Create engaging visual content, including graphics, illustrations, and layouts, for digital and print materials such as social media posts, website banners, promotional materials, and event signage.
- Collaborate with the communications and growth team to develop creative concepts and design solutions that effectively communicate the ICF's brand message and promote paddle sports.
- Ensure consistency in brand identity and adherence to brand guidelines across all design projects.
- Research current design trends and innovative techniques to continually enhance the visual appeal and effectiveness of our marketing materials.
- Work closely with other team members, including photographers, videographers, and content creators, to integrate visual elements seamlessly into multimedia projects.
- Manage multiple design projects simultaneously, prioritising tasks and meeting deadlines in a fast-paced environment.
- Provide feedback and guidance on design projects to ensure high-quality, visually compelling deliverables.
- Stay up-to-date with industry advancements and best practices in graphic design software and tools.

Requirements:

- Bachelor's degree in Graphic Design, Visual Communication, or related field.
- 3+ years of experience in graphic design, preferably in a marketing or communications role.

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- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other graphic design software.
- Strong portfolio showcasing creative and impactful design work across various mediums.
- Excellent understanding of typography, color theory, and layout design principles.
- Ability to work collaboratively in a team environment and communicate effectively with stakeholders.
- Detail-oriented with a passion for creativity and innovation.
- Experience in sports or outdoor industry preferred but not required.