



JOB DESCRIPTION

Name of the position/work place: **Graphic Designer**

Organization Department: **Marketing and Communications Department**

Reports to: **Head of Marketing and Communications**

The role is primarily to create engaging and on-brand graphics for various media.

The Graphic Designer job description includes the entire process of defining requirements, visualizing and creating graphics including illustrations, logos, layouts and photos. Graphic Designer will be the one to shape the visual aspects of websites, books, magazines, product packaging, exhibitions and more.

The goal of Graphic Designer is to inspire and attract the target audience, while graphics should capture the attention of those who see them and communicate the right message.

Job description:

- Provide subject matter expertise on brand standards and educate business stakeholders on visual communication design and production best practices
- Create and produce high-quality visual content for various platforms, including websites, social media, print materials, advertisements, and product packaging.
- Ensure all designs adhere to brand guidelines and maintain a cohesive look across all marketing channels.
- Developing multiple concepts in line with Portonovi branding and ideas while executing work on time.
- Develop visual concepts, working with the marketing team to be in line with the content plan and placemaking
- To work with the team members and with external designers, agencies and other partners as required.
- Manage video production artists to effectively articulate Portonovi's brand identity and position through color, art style, iconography, and design – working and aligning with the marketing team for execution
- Study design briefs and determine requirements
- Conceptualize visuals based on requirements
- Prepare rough drafts and present ideas
- Test graphics across various media
- Ensure marketing assets delivered are appropriate for technical specifics across different channels
- Prepare images in line with brand standards for print artwork and digital applications
- Be always a brand ambassador to Portonovi, in and out of the resort and on personal social media accounts.
- Performs all other tasks and duties assigned by direct superior.

Education: Bachelor's degree in design, marketing or communications preferred. English knowledge is a must.

Work experience: At least 5 years' experience in similar works.

Skills and competencies:

- Experience with design software and graphics editing software, such as Illustrator, InDesign and Photoshop.
- Solid experience in producing digital assets.



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- Highly driven and results oriented.
- Ability to manage multiple projects and meet deadlines on time
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.)
- Avid user of social media
- Ability to prepare video formats for social media use is preferred

*The position is office-based, Herceg Novi, Montenegro.

*Portonovi Resort Management Company: owned by Azmont Investments, operates Portonovi Resort aiming to redefine standards set within Montenegro and across the Mediterranean. This luxury resort prides itself in becoming a globally recognized development set in a unique position at the entrance to Montenegro's beautiful Boka Bay.