

# **TVC**

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# COMMUNICATIONS

## **Job Description**

**Job Title: Head, Creative Design**

**Department: Creative Department**

**Reports to: Director, Programmes**

**Location: Lagos**

**Employment status: Full Time**

### **PURPOSE**

The **Head, Creative Design** will be reporting to the **Director, Programmes** and will be responsible for leading and managing our graphics and edit team, ensuring the delivery of high-quality and visually appealing graphics and design elements across TVC Communications.

He will be responsible for the creative vision, strong leadership skills, and proficiency in graphic design tools which will be essential in shaping the visual identity of our media brand.

He will be responsible for creating and producing consumer-targeted promo materials (Video and graphics; motion & still) from conception to publication.

Ultimately, the role should be able to drive group creative goals, and maintain brand visibility and quality, content engagement, and consistency, across all TVC Communications platforms.

### **PRINCIPAL ACCOUNTABILITIES**

#### **(IPE Factors: Impact & Innovation)**

- Oversee all aspects of promo creation and graphic design projects, ensuring adherence to deadlines, budgets, and quality standards.
- Develop and maintain a compelling and cohesive visual brand identity for TVC Communications.
- Lead and inspire a team of graphic designers and editors, providing guidance, mentoring, and fostering a creative and collaborative work environment.
- Collaborate with the Senior Management Team to understand and align graphic design initiatives with the overall organizational goals and marketing strategies.
- Propose innovative design concepts, visual narratives, and creative solutions to enhance TVC Communication's content and engagement
- Conceptualize and design captivating graphics for a wide range of media content, including digital platforms, videos, and promotional materials.
- Ensure that all graphics are consistent with the brand guidelines and maintain a high level of visual appeal.
- Collaborate closely with various departments, such as marketing, video production, and digital teams, to incorporate graphics seamlessly into multimedia projects.
- Participate in brainstorming sessions and offer valuable input on enhancing content with engaging visual elements.
- Conduct regular reviews of graphic designs to ensure they meet TVC Communications standards and align with the brand guidelines.
- Provide constructive feedback to designers to help them improve their skills and refine their designs.
- Stay updated on the latest design trends, tools, and technologies in the graphic design industry.
- Integrate cutting-edge design techniques and innovative concepts into our media content.

- Other duties as assigned

### **REPORTING AND SCOPE**

#### **(IPE Factor: Knowledge-Teams & Breadth)**

- The position reports directly to the **Director, Programmes**
- Direct Reports: Video & Graphics Team and Editors

### **CRITICAL QUALIFICATIONS/SKILLS/EXPERIENCE**

#### **(IPE Factor: Knowledge)**

- Bachelor's degree in Graphic Design, Visual Communication, or a related field. A Master's degree is a plus.
- Proven experience of at least 8-10 years in a senior graphic design role, preferably within the media or entertainment industry.
- Proficiency in industry-standard graphic design software such as Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects).
- A strong portfolio showcasing a diverse range of design projects and a keen eye for detail.
- Demonstrated leadership and people management skills, with the ability to motivate and mentor a creative team.

### **LEARNING & CAREER OPPORTUNITIES**

In this position, the incumbent will have an opportunity to acquire skills and knowledge in the following areas:

- Leadership Development
- Creative Workshops and Seminars
- Professional Conferences
- Cross-Departmental Collaboration
- Training in New Design Tools and Software
- Skill Diversification
- Budget Management
- Brand strategy and Positioning