Job Description

Graphic Designer – Marketing Communications

Department: Marketing Communications (Marcom)

Role purpose

Create consistent, high-quality visual communication across the company's divisions to strengthen brand visibility, support ESG communication and improve customer and employee engagement. Deliver digital and print creative assets, maintain published content, and support the use of Canto and the Learning Management System (LMS).

Key responsibilities

Brand ESG and customer connect 60%

- Design single-page advertisements for all divisions and develop emailers, web banners, blog banners and updated images for social media posts.
- Coordinate the production and editing of employee and customer testimonial videos with the respective Marcom team members for social media communication.
- Create and format external e-books and visual assets for brand, ESG and customer communication initiatives.
- Update website content and creative assets, and upload approved TCI Parivar and Enroute publications to websites and apps.
- Maintain brand consistency across formats and obtain content and design approvals before release.

Customer and internal communication collaterals 30%

- Prepare visiting cards on a daily basis and recruitment and URF advertisements as required.
- Design annual diaries, calendars, collaterals and annual report layouts in coordination with the respective content owners.
- Design and format quarterly Log Focus and Enroute publications and the TCI Parivar newsletter.
- Create division and focus vertical one-pagers; update corporate brochures quarterly and divisional brochures as required.
- Develop promotional materials, exhibition graphics, flex banners, standees and other event collaterals; prepare artwork suitable for printing and digital use.

Digital asset management and LMS support 10%

- Catalogue 100% of Marcom content in Canto using consistent naming, metadata, categorisation and version control.
- Work with Kailash and divisional contributors to increase Canto usage and support contributor ID utilisation.
- Coordinate with Nisha and the HR team on the development and implementation of the new LMS, including formatting and uploading 10 case studies.

Coordination and delivery

- Work with the respective Marcom team members and divisional stakeholders to clarify briefs, collect inputs and secure approvals.
- Coordinate with HR on LMS content and with website, app and print support teams for publication and production requirements.
- Maintain a schedule of recurring and ad hoc deliverables, track revisions, and retain approved source files for future use.
- Check accuracy, spelling, image quality, layout, dimensions and brand compliance before publication or print release.

Skills and competencies

- Graphic design, typography, page layout, image editing and preparation of artwork for print and digital channels.
- Ability to use relevant design and publishing tools such as Adobe Photoshop, Illustrator, InDesign or equivalent applications.
- Working knowledge of video editing, website content updates, digital asset management and LMS content uploads.
- Attention to detail, time management, stakeholder coordination and the ability to manage multiple assignments and revisions.

Suggested candidate profile

Degree or diploma in Graphic Design, Visual Communication, Multimedia or a related discipline, supported by a portfolio of corporate print and digital design work. Relevant experience in marketing communications, publication design, video content and asset management is preferred.

Performance measures

Assess performance using the KRA weightages and the following delivery and quality measures. Turnaround times and publication dates should follow the agreed work schedule.

KRA area	Measures
Brand and digital content 60%	Timely completion of approved advertisements, testimonial videos, e-books and digital creatives; current website content; scheduled publication uploads; brand and content accuracy.
Communication collaterals 30%	Delivery of daily, quarterly, annual and event materials against agreed timelines; accurate layouts; updated brochures; artwork ready for production.
Canto and LMS 10%	100% Marcom content catalogued; contributor ID utilisation tracked; LMS implemented with HR; 10 case studies uploaded.