

Job Description

Job title	Design Executive (Media & Communications)
Reporting to	Manager (Media & Communications)
Organization Description	Startup Incubation and Innovation Centre (SIIC), IIT Kanpur, is a dynamic and innovative incubator dedicated to nurturing startups and early-stage ventures to achieve their full potential. We provide a comprehensive ecosystem of resources, mentorship, and funding to empower entrepreneurs in turning their ideas into successful businesses.
Location	Kanpur

Purpose of the job

We are seeking a talented and creative Design Executive to join our Media and Communications team. The ideal candidate will be passionate about design, with a keen eye for detail and a strong understanding of visual communication. You will be responsible for creating visually appealing designs across various platforms, including digital and print.

Main duties

Responsibilities:

Design and Development:

Create visually appealing designs for a variety of materials, including social media graphics, presentations, brochures, flyers, and event banners.

- Develop creative concepts and design solutions that align with brand guidelines and project objectives.
- Digital Design: Design engaging digital assets, such as website graphics, email templates, and digital advertisements.
- Ensure designs are optimized for different platforms and devices.
- Print Design:
 - Create print materials, including business cards, brochures, posters, and signage, ensuring high-quality output.
 - Brand Management:
 - Maintain brand consistency across all design materials.
 - Develop and manage brand guidelines.

Knowledge and experience

Requirements and Skills

Design Skills: Proficiency in Adobe Illustrator, Photoshop, Canva, and other relevant design tools.

Creative Thinking: Ability to generate innovative and creative design ideas.

Attention to Detail: Meticulous attention to detail to ensure high-quality output.

Problem-Solving Skills: Ability to identify and resolve design challenges.

Time Management: Strong organizational and time management skills.

Communication Skills: Excellent written and verbal communication skills to collaborate effectively with team members.

Startup Incubation and Innovation Center

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