



#### ROLE CARD

### Art Director/ Graphic Designer (Value Creation Team)

#### Purpose

To build a formidable reputation for Mindfull.

#### Mission

Ensure all design tasks/projects responsible for (Be it a Mindfull customer's project or for Mindfull's customer acquisition efforts) underpin our aim to become the most sought-after Ghanaian creative agency.

#### Keys to success

- 🔑 Ensure every design task/project executed for clients or Mindfull are:
  - 🔑 Executed to brief and on time,
  - 🔑 Delivered to excellent client feedback (delight and not just satisfy) and
  - 🔑 Properly catalogued
- 🔑 Contribute towards the writing of thought-leadership articles on design by sharing insightful thoughts and topics worth exploring on time.
- 🔑 Contribute meaningfully to brainstorming.

#### ASSESSMENT FOR ROLE

##### 1. Skills

- Ability to transform complex concepts into very simple ones without losing context (Simple not simplistic).
- Ability to see from multiple perspectives
- Ability to use graphic design software to perform design and layout tasks.
- A deep understanding of design principles & user behaviour.

##### 2. Attributes

- Lifelong learner.
- Curious and creatively passionate.
- Brave (oblique thinker excited about exploring counterintuitive approaches).
- Proactive.

##### 3. Experience

- Experience in the design or advertising/marketing industry will be an added advantage but not a requirement.

#### COMPENSATION

- Health Insurance for successful candidate and 1 other member of his/her nuclear family (husband, wife or child).
- Net Income – To be discussed.
- Bonuses (Performance Based Rewards).