

**Brac University (BracU)**  
**Job Description**

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**Job Title: Visualiser**

**Position Purpose**

The purpose of this position is to to elevate the design standard with specific professional expertise of the university's communications, branding & publications. in a manner which would uplift the face of the brand.

**Organizational Relationships**

**Position Type:** Regular

**Reporting to:** Director, Office of Communications

**Hours of Work:** 40 hours per week. Must return to duty whenever needed.

**Functional Relationships:**

**Internal Contacts:** Students, Faculty, Staff, Deans

**External Contacts:** External stakeholders

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**1.0 Key Accountabilities**

**Specific Duties & Responsibilities**

- 1.1.1 Design for multiple mediums including print, event branding and digital such as social media posts, brochures, reports, advertisements etc
- 1.1.2 Be the brand custodian, maintain all aspects of the brand guideline when delivering visualization works and creative designs
- 1.1.3 Resize/adapt approved layouts and take care of technical aspects such as size, color code etc
- 1.1.4 Understand creative briefs and participate in creative ideation and brainstorming with team to translate those into designs and assets
- 1.1.5 Maintain awareness of current industry and technology standards, social media, competitive landscape, and market trends

**1.2 General Duties & Responsibilities**

- 1.2.1 **Administrative Duties** relating to all matters that the membership of a University entails, including cross institutional wide activities.
- 1.2.2 **General Responsibility** to undertake all other duties as directed by the supervisor.

**1.3 Qualifications**

- 1.3.1 Bachelor's degree in any discipline. Candidates having a degree/diploma in Fine Arts will get preference
- 1.3.2 3 years working for advertising agencies

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1.3.3 Proficiency in creative design of campaign, graphics design, motion design and motion graphics

**1.4 Knowledge, Skills and Aptitudes**

- 1.4.1 Strong interpersonal skills and are adept at building relationships with different stakeholders
- 1.4.2 Excellent verbal and written communication skills both in Bangla and English
- 1.4.3 Proficiency in Adobe Creative Suite and the use of Internet
- 1.4.4 Excellent organizational skills
- 1.4.5 Ability to work with a diverse group of colleagues is essential
- 1.4.6 Experience of using initiative and creativity to resolve problems, identifying suitable solutions and opportunities for improvement
- 1.4.7 Methodical approach to work and high level of attention to detail
- 1.4.8 Flexible approach to work and positive response to changing requirements
- 1.4.9 Understanding of the importance of confidentiality
- 1.4.10 Ability to work collaboratively across departments and service areas

**1.5 Other Duties**

It is acknowledged and agreed that the changing needs of the University may require a role/job/position to change from time to time but such alteration shall not be deemed to be a variation of the Employment Contract/Terms and Conditions of Employment or a breach of the same provided that the substantial nature of the employment remains consistent with the parties' intentions at the time of the offer of the job and acceptance of the offer.

**1.6 Certification**

I certify that this job description is an accurate description of the responsibilities assigned to the position.

\_\_\_\_\_  
**Supervisor's Name**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

I certify that I have read and understand the responsibilities assigned to this position.

\_\_\_\_\_  
**Employee's Name**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**