

## JOB DESCRIPTION

Designation	Digital Designer / Content Creator (TP Career Kickstarter)
School/Department	Corporate Communications Department
Number of Position	1
Duration	12 months

Key Responsibilities
<p>As a Digital Designer / Content Creator you will be working in Temasek Polytechnic's Corporate Communications Department (CCD). You will be responsible for communication work in the areas of Publicity and Marketing/ Continuing Education &amp; Training (CET) / Outreach &amp; Alumni Engagement for TP.</p> <ul style="list-style-type: none"> <li>• Create content for TP's digital and social media platforms (utilising platforms such as Facebook, LinkedIn, Tiktok and Instagram), including simple copywriting, producing short videos or animation, etc, to amplify key messages and generate awareness and interest among various target audiences.</li> <li>• Strong understanding of the digital space and social media platforms to deliver effective creative work across channels.</li> <li>• Adapt content for suitability across different platforms and marketing channels.</li> <li>• Plan and develop editorial calendar for social media content to drive reach, engagement and conversion.</li> <li>• Utilise available tools to generate insights, and conduct performance analysis to assess the performance of social media content for strategic recommendations</li> <li>• Facilitate filming and photoshoots to generate content for TP.</li> <li>• Participate and collaborate in design activities for effective content generation.</li> <li>• Able to juggle priorities and work on several projects concurrently.</li> </ul>

Prerequisites
<ul style="list-style-type: none"> <li>• Trained in graphic design areas</li> <li>• Technically competent in Adobe Creative Suite</li> <li>• Excellent written and verbal communication skills</li> <li>• Basic proficiency in photography/videography</li> <li>• Passion for creative content production.</li> <li>• Good analytical skills, resourceful with a creative mind.</li> <li>• A keen eye for aesthetics, typography and layout with the ability to ensure the final design is visually appealing.</li> <li>• Knowledge of one or more of the following skills will be an added advantage:             <ul style="list-style-type: none"> <li>○ Illustration</li> <li>○ Figma / Sketch</li> <li>○ Google Sketchup</li> <li>○ 3D rendering</li> <li>○ Shopify</li> <li>○ Front-end development</li> </ul> </li> </ul>