

<b>Job Title: Digital Creative Specialist</b>		Location: Cape Town	<b>Salary Bracket: Market Related</b>
<p><b>Department:</b> Creative Design Department</p> <p><b>Reporting to:</b> Senior Creative Specialist</p> <p><b>Type:</b> Probationary Period into Permanent Employment contract</p>	<p><b>Brief Description:</b> R17 Ventures, a fast-growing Venture capital and e-commerce consultancy business based in Switzerland is looking for a skilled and dedicated Digital Creative Specialist to join the Cape Town Team in creating state of the art Ads for various platforms (Facebook, Instagram, Snapchat, YouTube, etc.)</p> <p><b>EE Occupational Level:</b> Skilled Technical &amp; Academically Qualified</p> <p><b>EE Occupational Category:</b> Professionals</p> <p><b>Industry Sector:</b> E-Commerce</p>	<p><b>Starting Date:</b> Immediate</p>	
<b>Purpose of the job:</b>	The Digital Creative Specialist will be responsible for the strategizing, design, creation, and layout of image and video Ads on multiple Ad accounts to their unique specifications and requirements. As the role takes into consideration Ad performance at a high level, a high standard of both Graphic Design and Media Buying is necessary.		
<b>Context of the job:</b>	The Digital Creative Specialist reports directly to the Senior Creative Specialist. A deep understanding of the user behavior on the various media platforms is necessary, in order to execute effective Ads in line with the overall campaign strategies laid out by the Head of Media Buying.		

Key Performance Areas	
1	Create Ads at a high standard for various platforms (Facebook, Instagram, Snapchat, YouTube)
2	Assist in overall Ad strategy with deep understanding of the user behavior on the various media platforms
3	Working closely with Head of Media Buying to deliver relevant, high quality creatives, in line with the client's USP
4	High standard of Graphic design, video editing, and sound editing
5	Achieve over benchmark ROAS on client Ads
6	Implementing innovation and driving overall creative strategy for R17 Ventures

Job Specific Requirements			
Required Job Knowledge	Desirable Job-Related Skills	Job Experience	Education

<ul style="list-style-type: none"> <li>• Digital native</li> <li>• Graphic design</li> <li>• Experience in running Facebook Ads and Google PPC</li> <li>• Video and sound editing</li> <li>• Knowledgeable in creating GIF's, short form videos, and images</li> <li>• Skilled in filming, shooting products and editing</li> <li>• Experience in E-Commerce design</li> <li>• Must be profficient or basic knowledge/understanding of these adobe programs: <ul style="list-style-type: none"> <li>- Photoshop</li> <li>- Illustrator</li> <li>- After Effects</li> <li>- Premiur Pro</li> </ul> </li> <li>• Must be a profficient in at least 1 of these fields: <ul style="list-style-type: none"> <li>- Motion Graphics</li> <li>- Video Editing</li> <li>- Graphic Design</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Strong design skills</li> <li>• Layout skills</li> <li>• Analytical skills</li> <li>• High level of creativity</li> <li>• Flexibility and a winner’s mindset</li> <li>• Attention to detail</li> <li>• Deadline-oriented</li> <li>• Desktop publishing tools and graphic design software</li> <li>• Strong <u>communication skills</u></li> <li>• Management experience or examples that show ability to manage a team, should this role evolve into team management</li> <li>• Ability to multitask with strict time constraints, budgets and business goals</li> <li>• Must have an eye for detail</li> <li>• Must be creative</li> <li>• Must know basic fundamentals of design: Colour, Typography, Layout etc.</li> <li>• Must have a positive attitude</li> <li>• Must be able to work under pressure</li> </ul>	<ul style="list-style-type: none"> <li>• Over 3 years’ experience in a Digital Ad design role (Essential)</li> <li>• Experience in an E-Commerce industry (Desirable)</li> <li>• Experience in media buying (Desirable)</li> </ul>	<ul style="list-style-type: none"> <li>• Grade 12 / O-level or equivalent (Essential)</li> <li>• Tertiary qualification in Graphic Design or similar (Essential)</li> </ul>
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Last Update: 21th of April, September 2020

*The list of tasks or duties and responsibilities herein is not exhaustive, and the employer is entitled to instruct the employee at any time to carry out additional duties or responsibilities, which fall reasonably within the ambit of the job description, or in accordance with operational requirements.*