



Job description for Brand Graphic Designer

About AL Circle

AL Circle is the world's first and fastest-growing virtual ecosystem for the global aluminium industry. With a mission to innovate, connect, and enable global trade, AL Circle empowers users to learn, promote, and conduct business seamlessly within the trillion-dollar aluminium economy. Anchored by a legacy of industry fostering collaboration, and inspiring industry-wide progress.

Addressing the entire ALuminium value chain from bauxite, alumina, and primary aluminium to end users and recycled metal, AL Circle is a one-stop solution for the global industry. ALuminium - the green metal, has a key role to play in the global efforts towards sustainability owing to its recyclability, lightweight, and numerous applications, and AL Circle's motto is to further the path to net-zero for our industry through digital tools, reliable connections, and efficient transactions. AL Circle's suite of offerings includes web platforms and mobile applications, the current focus of which are the news platform and the B2B marketplace, as listed below:

AL News: <https://www.alcircle.com/>

AL Biz: <https://www.alcirclebiz.com/>

We are seeking a talented and creative in house Digital & Graphic Designer to join our dynamic team. As a Digital & Graphic Designer, you will develop and maintain a strong visual identity for our media company.

You will work closely with the marketing and creative teams to produce high-quality designs for a variety of media, including print, digital, and social media.

The role will report to the Director.

Roles and responsibilities

- **Digital Design:**
 - Design user-friendly and visually appealing web layouts and mobile app interfaces.
 - Create engaging social media graphics and animations, including static and animations
- **Brand Identity Consistency:**
 - Develop and maintain a consistent brand identity across all touchpoints.
 - Create brand guidelines and style guides to ensure consistency.



- **Design and Layout:**
 - o Design engaging and visually appealing layouts for various media, including print, web, and social media.
 - o Create infographics, illustrations, and other visual assets.
- **Print Design:**
 - o Design print materials such as brochures, flyers, posters, and business cards.
 - o Ensure accurate and high-quality print production.
- **Collaboration:**
 - o Collaborate within the design team to minimise duplication and streamline operations to ensure timely execution and high quality.
 - o Collaborate with marketing, editorial, and sales teams to understand their needs and deliver effective designs.
 - o Work with external vendors and printers to ensure timely and accurate production.

Experience and qualification:

- Strong proficiency in Adobe Creative Suite, Figma (Photoshop, Illustrator, InDesign).
- Degree in Design
- Excellent understanding of typography, color theory, and layout principles.
- Ability to work under tight deadlines and manage multiple projects simultaneously.
- Strong attention to detail and a keen eye for design.
- A portfolio demonstrating strong design skills and creativity.
- A passion for design and a desire to stay up-to-date with industry trends.

Eligibility Skills:

- Experience with video editing software (e.g., Adobe Premiere Pro, After Effects).
- Knowledge of HTML and CSS
- Experience with motion graphics and animation.
- Understanding of basic marketing principles and general user interaction with standard marketing practices

If you are a talented and creative designer, passionate about media and branding, we encourage you to apply.

Place of Posting: Kolkata

Share your resume on hr@alcircle.com