

A Social Media Designer at Granular IT

is responsible for creating visually appealing and effective designs for use across various social media platforms. This includes designing posts, graphics, and other visual content that align with the company's branding and messaging. The ideal candidate for this role will be highly creative and passionate about social media, with a keen eye for design and an understanding of current trends across different platforms.

The main responsibilities of the role include:

- Creating visually engaging and high-quality designs for social media posts, including graphics, images, and videos
- Collaborating with the marketing and content teams to ensure that designs align with the company's branding and messaging
- Keeping up-to-date with the latest design trends and developments across different social media platforms, such as Facebook, Instagram, and Twitter
- Assisting in planning and scheduling of content post across different platforms
- Adhering to brand guidelines and ensuring that all designs are consistent with the company's overall visual identity
- Able to work with a planning process
- Work with marketing team and other stakeholders to understand the objectives of a campaign, and develop designs that support those objectives
- Continuously monitoring the performance of designs and using data to inform future design choices

The ideal candidate will have:

- A strong portfolio of social media designs that showcase their creativity and understanding of design principles
- Experience with graphic design software, such as Adobe Photoshop, Illustrator, and InDesign
- Strong understanding of design trends and best practices for different social media platforms
- Excellent attention to detail and the ability to work to tight deadlines
- Strong communication skills and the ability to work effectively in a team environment
- Passionate and creative mindset
- Willingness to learn new technologies and software.