

**SriLankan Airlines Ltd (SLA), the National Carrier of Sri Lanka operates with a network of destinations throughout Asia, the Middle East, Europe and Australia. The Airline has a strong presence in Maldives and Southern India. SriLankan is a member of the 'oneworld' alliance.**

The SriLankan team is seeking a dynamic individual to join us as:

### **GRAPHIC DESIGNING EXECUTIVE**

The post holder will work in conceptualizing, researching, creating and producing corporate advertising and promotional material keeping in line with the airline's visual 'brand' and choosing the appropriate media and style to communicate such messages with the highest visual impact.

The work demands creative flair, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines.

#### **Key responsibilities will include:**

- Meeting clients to discuss the business objectives and requirements of the job; and interpreting the client's business needs and developing a concept to suit their purpose; to be proactive in presenting or 'pitching' their ideas and designs to prospective customers. Using innovation to redefine a design brief within the constraints of cost and time.
- Thinking creatively to produce new ideas and concepts to communicate with the highest visual impact. Take part in brainstorming with the team to come up with the best creative strategy/ direction for the material needed.
- Developing designs and producing art work layout of collateral material for all corporate requirements for internal and external customers taking into consideration the material/type of media and budgets allocated. Design and create all web based banners, buttons and other material.
- Developing designs and producing artwork for branding purposes and interior designing.
- Presenting finalized ideas and concepts to clients or account managers; Pitching for design briefs against other suppliers. Developing designs by gathering information and data through research; and keeping to the latest trends in design and layouts most suitable for the airline industry.
- Estimating the time required completing the work and providing quotes for clients; evaluating total cost per job/ savings made to the company and updating cost saving details, liaise with staff who perform the departments budgetary analysis and process payments on all outside payments and Liaise with procurement when procuring outside services need to be made on behalf of internal and external customers whilst maintaining estimates/ quotations and delivery records from third party suppliers.
- Directing the printers, copywriters, photographers, camera men, audio video editors other designers, internal and external customers, advertising and marketing specialists, production houses, model banks and web developers.
- Standardizing and maintain data and contact base of printers and all suppliers around the network in order to maintain the best quality productions for collateral at the best cost effective price; supervise all creative jobs in order to maintain the highest creative and print and visual quality.
- Managing and maintain graphic files, including photos, logos and art work.
- Maintaining a Model bank/ Model details/ contact numbers and all model contracts.
- Standardizing corporate collateral, in-flight products and all network stationery by designing, updating and maintaining creative graphic templates which will help maintain the brand image of the airline.
- Handling / coordinating video and photo shoots at the airport/ground handling/ in-flight training mockup for the airline and ensure that the captures are in line with the Airline's creative requirements.
- Be a SriLankan Airlines coordinator for internal and external customers by providing supervision and facilitates any third party shoots done at the in-flight training mockup / airport

#### **The applicant should possess the following minimum requirements for the above position:**

- Bachelors' Degree in Creative Design/ Communication Design with 2 year's work experience in a relevant discipline
- OR**
- Full professional qualification in Creative Design/ Communication Design with 2 years' experience in a relevant discipline

Be a Sri Lankan citizen.

The upper age limit should be 35 years as at **Closing date 19<sup>th</sup> December 2022**

Applications **(with copies of educational/ professional certificates attached)** along with your **contact number** and **e-mail address** should be forwarded to [careers@srilankan.com](mailto:careers@srilankan.com) on or before **Closing date 19<sup>th</sup> December 2022**

Employment will be offered on fixed term contract.

Influencing will be a reflection of unsuitability.

#### **We are an equal opportunity Organization.**

Please note that we will correspond with you within a month of closing the advertisement in the event your application is shortlisted for consideration.