

Graphic Designer & Web Master

United Bank for Africa Kenya is looking to fill the position of a Web Manager & Graphic Designer. The suitable candidate will be responsible for the dual roles of managing content for the UBA Kenya website and creative graphic design to create visuals for use internally and externally.

Duties & responsibilities

Web Management

- Responsible for development, implementation and maintenance of the bank's website.
- Monitors web traffic, performance and capacity.
- Ensure that the website provides content and functionality that meet the business needs of the organization.
- Maintains appropriate security measures and troubleshoots any issues.

Graphic Design

- Responsible for interpretation of briefs to create visual concepts to communicate agreed messages and creative direction for marketing campaigns.
- Use digital illustration, photo editing, and layout software to create designs.
- Oversee the production of concepts and creative ideas to their final delivery.
- Design brochures, logos, covers, reports, advertisements, and other communication materials.
- Create a variety of high-quality artworks to promote the brand's products and services across different platforms (including print, social, web, and mobile).
- Perform retouching and manipulation of images.
- Create assets for branding and merchandise.
- Interpret creative direction and adapt points from creative briefs into graphic design.
- Develop concepts and creative look and feel for the brand's products and services.

Knowledge/Skills/Competencies

- An open, honest, team player, who can manage him/herself and is accountable, and can be trusted;
- Relationship Management – i.e., highly developed inter-personal skills and the ability to collaborate, challenge and deal comfortably with senior managers and others across a wide range of functions at all levels;
- A result-oriented, flexible can-do approach;
- Ability to work under pressure and deliver on agreed timelines;
- Diplomatic with the antennae to manage organizational cultural sensitivities;
- Passion to achieve continuous improvement and the highest level of customer satisfaction
- Strong technical skills and proven ability to use a variety of graphic and motion design software such as Photoshop, Premiere Pro, 2D/3D animation, and others.
- Video editing skills for a variety of platforms (web, mobile, video, and others).
- Graphic design skills and storyboard creation.
- Creative thinking, directing, and implementing skills.

Requirements

- A bachelor's degree in any related field.
- A minimum of 2 years work experience in a similar role.
- Desired verifiable knowledge in:
 - Search Engine Optimization (SEO)
 - Content Management Systems (e.g. Wordpress/Elementor)
 - HTML and CSS.
- Verifiable knowledge in Adobe Creative suite and similar design software will be essential.
- High sense of confidentiality and discreteness.
- Digital Marketing Skills