



KENYATTA UNIVERSITY TEACHING, REFERRAL & RESEARCH HOSPITAL
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GRAPHIC DESIGNER -DCSADMG/KUTRRH/9

1. BACKGROUND INFORMATION	
Kenyatta University Teaching, Referral & Research Hospital (KUTRRH)	
Department: Hospital Administration	Section/ Unit: Corporate Services
Job Title: Graphic Designer	
Reports to: Deputy Director – Corporate Affairs & Partnerships	
Direct Reports: None	
2. PURPOSE OF THE JOB:	
Reporting to the Deputy Director – Corporate Affairs & Partnerships, the Graphic Designer Job exists to design and develop effective and visually communicative creatives that meet the design needs of KUTRRH	
3. MAIN DUTIES AND RESPONSIBILITIES OF THE JOB:	
<ul style="list-style-type: none">• Design various marketing and communication creatives including posters, brochures, logos, banners, signs, books, magazines, advertisements, and other communication materials;• Design advertising creatives for social media, website and other digital media;• Study design briefs and determine requirements;• Conceptualize visuals, develop illustrations and other designs using editing software;• Ensure final graphics and layouts are visually appealing and follow brand guidelines and goals;• Research to obtain facts to validate a story;• Works with/ co-ordinates with various publishing/ printing agents to ensure timely and quality printing and publishing;• Works with various departments and strategic management department business analysts to identify graphic design needs;• Keep abreast with the latest design standards, software and technologies and advise the Hospital management appropriately;• Contribute regularly to discussion regarding marketing, branding and publicity aimed at improving the hospital image nationally and globally;	



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- Undertake any other duties of a similar level and responsibility as may be required from time to time.

4. QUALIFICATIONS KNOWLEDGE AND SKILLS:

Minimum level of academic qualifications required to perform effectively in the role:

- a) Bachelors' Degree in IT/ Computer Science, Fine Art, Communication or related field

Minimum level of knowledge required for the job:

- a) Proven expertise in using popular design software, such as Adobe Lightroom, Photoshop, Illustrator, After-Effects etc.
- b) Knowledge of standard industry production and printing processes, including desktop publishing, design and layout using major software.
- c) Understanding of current graphic design standards and practices

Minimum level of professional qualification required to perform effectively in the role:

Basic skills in photography will be an added advantage.

Soft skills required for the job:

- a) Ability to work under pressure
- b) Creative and Innovative
- c) A keen eye for aesthetics and details
- d) Communication skills
- e) Organizational skills
- f) Leadership skills
- g) Team building skills
- h) Analytical skills
- i) Must pass the integrity test as required by Chapter 6 of the Constitution of Kenya

5. RELEVANT WORK EXPERIENCE REQUIRED:

Minimum number of years of experience the jobholder is required to have to be appointed to the position:

At least three years' experience working as Graphic Designer or related position in a reputable institution/ organization.