

STPI
Creative Workshop & Gallery

JOB DESCRIPTION

Job Title	Graphic Designer
Job Level	
Department	Design/Photography
Reporting To	Gallery Director
Subordinate(s) (if applicable)	

Overall Job Objectives:

To be responsible for the conceptualizing and developing of STPI Gallery's marketing and communication collaterals which include exhibition catalogues and collaterals in conjunction with STPI Gallery's programming to help sustain STPI as the unique leading contemporary Gallery/Workshop in the world.

Core Responsibilities:

- Work closely with the Gallery Director as well as the Sales, Communications and Education/Outreach teams to conceptualize and develop creative materials for all programs.
- Communications:
 - Develop creative and high impact exhibition related collaterals, and not limited to, such as artist catalogues, electronic direct mailers, outdoor/street banners, online advertisements, advertisements for art publications
 - Lead STPI to become a more digital entity with increased brand presence online as well as by empowering individual departments with better marketing and communication tools. Reflected through the usage of digital platforms (PubHTML5, Jotform, MailJet and the usage of GIFs) which will increase impact, improve efficiency and instill professionalism of STPI
 - Establish a seamless corporate identity to give STPI a consistent voice. Reflected through our stationery, marketing materials, way-finding system and reinforced through our Brand Manual and Design SOP
 - Create sub-brands for our events to give a holistic and consistent approach
- Sales:
 - Develop marketing dossiers for artists' works aimed at potential acquisitions with international and local museums/institutions
 - Develop art fairs' information dossiers for fair audience
 - Support the Friends of STPI communication drive
 - Improve user interface for File Maker to increase efficiency for all users
- Education:
 - Support the Education Team in collaterals for schools and public programmes like activity sheets, electronic direct mailers to school, public program booths etc.
- Merchandise at The Corner Shop:
 - New ideas and initiatives for merchandise range that generates sales and greater interest in STPI

- Management and reconciliation of merchandise sales items, in physical and online store
- Improving presentation and branding of STPI's The Corner Shop in physical store through visual merchandising and online store through EDM's and promotional material

Secondary Responsibilities (when required):

- Liaise with vendors/suppliers to manage the relevant projects from ideation to final production
- Effectively monitor and manage STPI's work files in the shared server for the ease of usage.

Job Specifications:

- Bachelor's Degree in communication / Design with 2 years' of working experience or Diploma in Graphic Design/ Visual Communications with at least 4 years of working experience in a design house or studio
- Highly proficient and possess strong knowledge of Adobe Creative Suite and Pre-& Post-printing production
- Strong interest in Art & Design with strong emphasis to Editorial and Exhibition design
- Meticulous and possesses good organization skills while working under tight deadlines
- Possesses good interpersonal skills and ability to work independently as well as being a good team-player
- Creative flair with a professional approach to time, costs and deadlines
- Possesses web and programming skills (CMS, HTML5, PHP), ability in 3D (Google sketch up), Rhino and Keyshot will be an added advantage

Key Deliverables:

- Creating and developing creative collaterals which strongly communicates STPI's unique brand propositions

Prepared By	STPI HR
Date	12 June 2018
Updated by	Rita Targui
Updated On	17 March 2020
Approved By	Emi Eu
Approved On	17 March 2020