



## **Job Role Document | The Invisible Paintbrush**

### Junior Graphic Designer

Hi there, and welcome to [The Invisible Paintbrush](#) – we’re a small agency for small businesses, but with big dreams!

We vehemently believe that small businesses deserve an equal chance in the digital playing field, and we think of ourselves as equalisers. This is why we consciously choose to work almost exclusively with start-ups, family businesses, solopreneurs, and such, and not with big, established, legacy brands.

Our work usually cuts across the entire marketing journey, and we try and offer ‘end-to-end’ services, but we’re best at strategy, design, and creative. Although, in most cases, what we really offer is complete brand ownership, that not only drives the marketing but also the business strategy.

But it’s not the outside that we’re proud of most – it’s the inside. Our culture and our values make us who we are. At Invisible, clients do not come before team members, profits do not come before purpose, and words do not come before actions. We understand that we are in the business of talent, and so we do everything we can to make our teams happier – even if it increases our costs.

We don’t work on weekends, holidays, or after-hours. We do not treat clients like gods, and we take mental well-being seriously. We also have free Netflix.

Having set up our operations only about 3 years ago, we’re a young agency, and still a small team of just 23 people. But, we’re growing fast! And so, we’re now looking to build a team of wonderful designers, awesome marketers, and sick strategists, who share our passion for small business, and our distaste for the ‘agency life’.

If that sounds like you, we’d love to chat!

**Designation:**

Junior Graphic Design

**Experience:**

1-2 years of agency/design experience

**CTC:**

3 to 5 lacs per annum (based on skill and experience)

**Reporting Manager:**

Sr. Manager - Graphic Design

**Location:**

Work From Home

**One-Line Job Description:**

Developing concepts, graphics and layouts for small businesses.

**Key Responsibilities:**

- Oversee conceptualization of design projects.
- Create execution plans for projects and see them through to completion.
- Ensure the design team and junior designers are producing quality work.
- Conceptualise original and unique designs and illustrations.
- Choose the right images, typography, graphics and layouts for the project.
- Ensure the products created are user-friendly and convey brand consistency with all projects.
- Coordinate between marketing and design teams to ensure smooth flow of work.
- Stay up to date with the changing trends in the field and best practices.
- Assisting with almost everything else that we do, whenever time permits. We will never refuse to involve you on a project.

**Key Skills:**

Design Techniques (Illustration, Typography, Colour Theory etc.), Adobe Creative Suite (most importantly, Ps and Ai), Communication

### **How to apply?**

To apply for this role, kindly fill out our application form by clicking on [this](#) link.

PS: This application form includes an assignment that can take 3-5 days to complete.