

Job Title

Design & Publicity Coordinator

Main Functions

The D&P Coordinator is in-charge of designing and creating the publicity material for all the LC activities, internally and externally. He/she will help in every other LC department to help position the LC as well as in the normal activities of the LC such as recruitments, PBoXes, Local and National Conferences, Pocket Recruitments and others.

Subordinated to

MCVP Comm
LCVP Comm
LCP

Intercommunication with

LCVP Comm
Comm responsible on the global level
Members

Ideal Profile

- Good knowledge of the AIESEC Way
- Good command in written English
- Strong knowledge of AIESEC.net
- Strong knowledge in AIESEC brand and Brand XP
- Problem-solving skills
- Availability upon short notices
- Internet connection and a messenger

Responsibilities

- Designing of the webpage, wikis, forums, logos, blogs, videos, advertising materials and such for the LC and other promotional ways such as local and national media sources
- Creating the logos/own branding (respecting the AIESEC branding) for promotion at PBoXes, recruitments and LC itself
- Learn the Brand Principles
- Learn how to work with templates
- Learn how to write and run attractive promotion campaigns
- Receive the written content from the *Content manager and the brand manager, to create final product*
- Continuously keep in touch with *teams IM responsible* and provide the teams with needed graphic support

Process of Selection/Election

Work Experience:

- Experience in Graphic designing
- Experience in Photoshop, Microsoft office, Video editing applications

Skills gained in the Position

- Graphic designing Experience
- Time management experience

Measures of Success

Key performance indicators (Measures of success):

% of plan realization

% of the designing of the webpage, wikis, forums, logos, blogs, videos, advertising materials and such for the LC and other promotional ways such as local and national media sources ensured