Job Description

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| **Job Title** | **Creative and Design Lead** |
| **Location** | **Nairobi** |
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| * **Who We Are** * We are Highlands, a vibrant, fast-growing beverage company in Kenya, committed to delighting our consumers and supporting our employees every day. Together, we are One, On, and Strong, always striving to become Kenya’s number one beverage company. * **Our Purpose & Promise** * We create refreshing drinks that Kenyans love and can afford. Our mission is to delight every consumer, every time. Our commitment to our employees makes us great—every day, we play as a team and strive to become better in all we do. * **The Purpose of the role** * As the Creative and Design Lead, you will play a pivotal role in shaping the visual identity and brand experience of Highland Limited. You will be responsible for developing innovative and engaging creative solutions across various platforms, including digital, social media, and traditional marketing channels. Your expertise will be instrumental in driving brand awareness, customer engagement, and ultimately, **achieving 50% volume growth for the company**. * **Detailed responsibilities include:** * **Creative Strategy:** Develop and implement comprehensive creative strategies aligned with the company's overall business objectives. * **Brand Identity:** Oversee the development and maintenance of the brand identity, including logo, colour palette, typography, and visual language. * **Design Leadership:** Develop high-quality design assets, such as packaging, advertising materials, digital graphics, and social media content. Create branding materials such as logos, typography, and color schemes to ensure brand consistency. * **Brand Identity Management**: Maintain and enforce the brand's visual guidelines to ensure all marketing materials align with the company's identity. Update branding assets as needed to keep the brand image modern and relevant. * **Digital Marketing:** Develop and execute innovative digital marketing campaigns, including social media, email marketing, and content marketing. * **Social Media Management:** Manage the company's social media channels, creating engaging content and building a strong online community. * **Performance Tracking**: Analyse the performance of design assets, such as engagement rates for social media posts or click-through rates for digital ads, to refine future designs based on feedback and data. * **Budget Management:** Manage the creative and design budget, ensuring efficient allocation of resources. * **Industry Trends:** Stay up-to-date with the latest trends in design, marketing, and technology. | |
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| **Education and Experience Level** | |
| * Bachelor's degree in Graphic Design, Marketing, or a related field. * Proven track record of leading creative campaigns and delivering exceptional results. * Strong understanding of branding, marketing, and advertising principles. * Proficiency in design software, such as Adobe Creative Suite (Photoshop, Illustrator, InDesign). * Excellent project management and organizational skills. * Strong communication and interpersonal skills. * A passion for creativity and innovation.   Qualified candidates are encouraged to share their CVs to [recruitment@highlandske.com](mailto:recruitment@highlandske.com) on or before 29/12/2024 | |