

## Graphic Designer, Henkel Consumer Brands

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Company: Henkel

Location: Umraniye

Category: other-general

At Henkel, you can build on a strong legacy and leading positions in both industrial and consumer businesses to reimagine and improve life every day. If you love challenging the status quo, join our community of over 50,000 pioneers around the globe. Our teams at Henkel Consumer Brands continuously drive the evolution in dynamic categories: Laundry & Home Care and Hair. With our trusted brands, including Persil and Schwarzkopf, our cutting-edge technologies and our disruptive solutions, you will have countless opportunities to explore new paths and develop your skills. Grow within our future-led businesses, our diverse and vibrant culture and find a place where you simply belong. All to leave your mark for more sustainable growth.

### **Dare to make an impact?**

#### **YOUR ROLE**

Briefs or retouches photography/videography assets include digital, social media, e-commerce campaigns for Consumer Brand based on briefings

Proficient in Mac programs and graphic tools such as Adobe Photoshop, Adobe Illustrator, Adobe InDesign etc.

Being able to collaborate with a team to produce content

Demonstrate creative thinking & superior design skills

Has an ability to deliver creative content (Text, Images, Gifs, Carousels, Banners and Videos & Social Content)

Ensure all work is aligned to Henkel values and follows guidelines

Maintain awareness of current industry and technology standards, social media, competitive landscape, and market trends

Operating as Henkel brand guardian within the market. The brand is an important part of this role and therefore the role demands a clear understanding of the brand principles.

## **YOUR SKILLS**

A Bachelor's Degree in the fields of Graphic Design, Fine Arts, Visual Arts, Visual Communication Design or any graphic design related departments

Minimum 3 to 4 years of experience in Graphic Design

Experience in FMCG Industry is a plus

Excellent command of English language

Proficient in Mac programs and graphic tools such as Adobe Photoshop, Adobe Illustrator, Adobe Premiere, and After Effects etc.

Experience in social media advertising and social media content creation

Strong knowledge of FMCG industry

Strong communication, conceptual thinking, typography skills and design skills

Strong category management knowledge

Build effective working relationships with a variety of different stakeholders.

At Henkel, we come from a broad range of backgrounds, perspectives, and life experiences. We believe the uniqueness of all our employees is the power in us. Become part of the team and bring your uniqueness to us! We look for a diverse team of individuals who possess different backgrounds, experiences, personalities and mindsets.

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