



TRAILS OF INDOCHINA

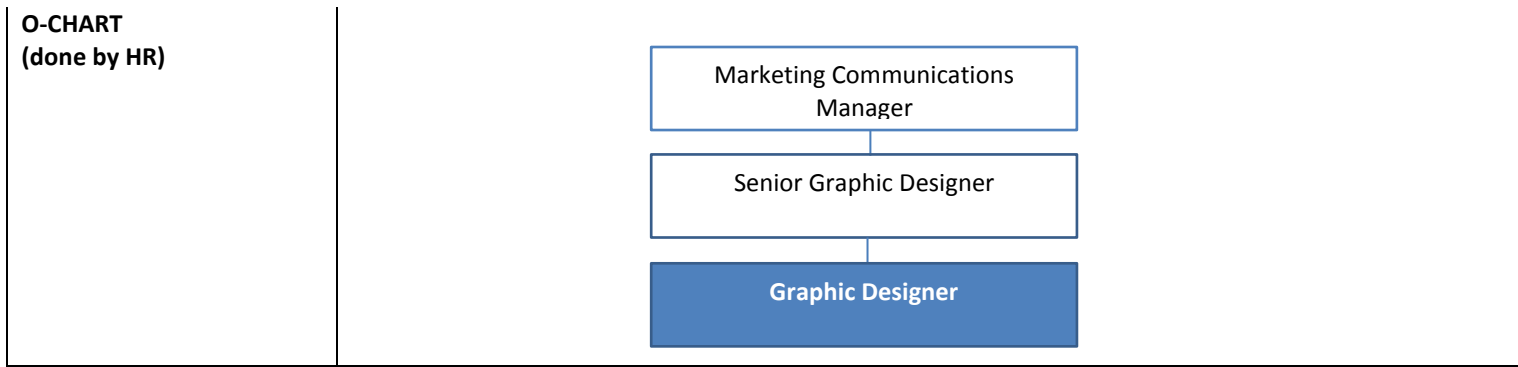
TOI-HRA-T03-2015

JOB DESCRIPTION

TITLE	GRAPHIC DESIGNER
WORK LOCATION	33 Le Trung Nghia, Ward 12, Tan Binh District, HCMC, Vietnam
DIRECTLY REPORTING TO	Marketing Communications Manager
NUMBER OF REPORTS	0
JOB GRADE	6
EFFECTIVE DATE	05 Jan 2015

PURPOSE AND SCOPE OF ROLE
The purpose of the Graphic Designer role is to design signs, publications, marketing brochures, web pages, promotional displays, and to steward the Company look and brand on all materials. In addition to design skills, this position requires strong project management skills to be able to manage and coordinate workflow and requirements within the marketing, sales and product departments for each in-house brands: Heritage Line Cruises, Trails of Indochina (Tour Operator) and Indotrek (Tour Operator).

RESPONSIBILITIES	TASKS
Graphic Design	<ul style="list-style-type: none">• Design and develop concepts for all marketing collateral materials to support the marketing team, including direct mail, ads, calendar, brochure, post-cards, newsletters, flyers, invitations, vouchers and coupons as needed• Work with suppliers to produce printing materials and ensure quality• Make final art files ready for printing purposes• Meet deadlines and manage to stay within allocated budget• Manage and maintain all graphic files, including photos and art• Support Sales in designing itinerary format, tour pictures, VIP itinerary design• Support Product in designing products and gifts• Assist in monthly digital newsletter layout, special events, public exhibition display and decoration for Tradeshow• Create layout for websites of TOI, HL and Indotrek.• Work closely with internal and external partners such as Product team, external designers, printers and manufacturers to deliver collateral to meet identified goals• Assist ad-hoc graphic relating to projects for Sales, MICE and Product department and other duties as assigned
Relationship Management and Reporting	<ul style="list-style-type: none">• Monthly report WIP to Marketing Communications Manager• Report to Product Development Manager/ Project team• Maintain relationship with suppliers/ printing companies• Work closely with Product, Sales, MICE or any department to achieve the end of expected products
Continuous Improvement	<ul style="list-style-type: none">• Self-update professional knowledge, specific skills, technology and new tool for the design development• Keep up to date with travel industry and the Company's marketing direction by monitoring what competitors and other companies are doing from a graphic design and display context.• Keep others informed by sharing information• Coordinate with Sales, Product, Operations for service improvement opportunities



QUALIFICATIONS AND KNOWLEDGE	EXPERIENCE	
<ul style="list-style-type: none"> • Tertiary studies in graphic design or related field • Knowledge of tourism, foreign culture • Knowledge of Photoshop, Illustrator or design software 	<ul style="list-style-type: none"> • Experience in graphic design software • Have travel experiences in Southeast Asia 	
SKILLS	COMPETENCY LEVELS	
<ul style="list-style-type: none"> • Excellent written and spoken English • Thorough understanding of MS Office (Excel, Word, PowerPoint etc) • Technical skills, a deep interest in computer and aptitude for learning new technology • Artistic sensibility and creativity • Communication: ability to present ideas effectively visually and verbally • Organization, General Marketing sense, negotiation skill, detail oriented and ability to meet tight deadlines and multiple projects 	Managing Performance Learning and Development Teamwork Commitment Planning and Organizing Continuous Improvement Problem Solving and Decision Making Customer Focus Influencing Communicating	1 2 2 1 1 1 1 1 1 2

SPECIAL REQUIREMENTS
<ul style="list-style-type: none"> • Flexibility to work overtime • Ability to work under pressure and tight deadline • Creation, detail-oriented, well-organized, patient and efficient • Self-motivated, professional and positive approach