

## **Job Description:**

### **Marketing Designer at Tashkeel Studio**

Answers to: - Manager

Location: Nad Al Sheba 1 Dubai UAE

### **Job Type: Full-time**

#### **Position Overview**

The Marketing Designer will lead the creative direction and execution of marketing campaigns for Tashkeel's year-round programs, including seasonal workshops (spring, summer, winter, after-school), the Tanween Design Programme, and Tasmeem Tashkeel Art & Design Consultancy. This role involves researching and developing compelling campaigns and visual identities for workshop leaders to showcase their skill and experience, as well as highlighting and describing the profiles of each Tanween designer as emerging talent. The Marketing Designer will be responsible for building cohesive, year-long campaigns to increase engagement, visibility, and sales for both Tashkeel initiatives and client-based projects.

In addition, the Marketing Designer will manage a dedicated in-house design team of five: two graphic designers, one illustrator, and two motion graphic designers. They will be responsible for distributing projects according to each team member's strengths and ensuring all work is completed in advance of deadlines to allow for director review and approval before client submission. The role includes overseeing all incoming graphic design and branding jobs, leading the development of full brand identities for external clients while utilising the core skills of the internal team.

This hybrid role includes managing both internal Tashkeel-owned projects and external client commissions under Tasmeem Tashkeel, supporting income generation. The Marketing Designer will be expected to meet a monthly sales target for graphic design services to cover the team's operational costs and contribute to Tashkeel's sustainability goals. The Marketing Designer Must Speak Arabic and English in order to deal with bilingual campaigns.

#### **Key Responsibilities**

##### **Campaign Development**

- Design and implement marketing campaigns for seasonal adult workshops and children's after-school programs to maximize participation and engagement.
- Create year-long campaigns to build the public profiles of Tanween designers, showcasing their work as key up-and-coming talents in the UAE design scene.
- Develop individual brand identities for workshop leaders to enhance their visibility and credibility.
- Design and manage campaigns for Tashkeel's commercial projects under the name "Tasmeem
- Tashkeel" by creating strong visual identities and compelling storytelling that highlight the handmade nature and cultural relevance of each piece made for a client.

## **Creative Direction & Team Management**

- Lead the creation of consistent visual assets across digital and print platforms, ensuring alignment with Tashkeel's brand identity.
- Manage a design team of five (2 graphic designers, 1 illustrator, 2 motion graphic designers), assigning projects based on skillsets and ensuring deadlines are met.
- Oversee internal review processes to ensure all materials are submitted for director approval before external release.

## **Branding & Client Services**

- Take ownership of incoming graphic design and branding jobs, leading the development of full brand identities for clients.
- Work with the team to design, logo's campaigns and brand identity for each client.
- Coordinate with the creative team to assign the branding job that meet client briefs while maintaining high creative standards.
- Ensure Tashkeel brand consistency across all client-facing projects and documentation.
- Achieve a monthly revenue target from client design jobs to support operational costs and contribute to financial sustainability.

## **Brand Building**

- Develop and build the branding and messaging around the Tasmeem Tashkeel Commercial Projects that should be corporate yet personalized.
- Strategically position Tanween designers as thought leaders by highlighting their contributions to sustainable design and UAE culture.
- Develop storytelling campaigns that emphasize the unique character of Tashkeel's programs and participants which in turn will sell the contract workshops to clients.

## **Content Creation**

- Produce high-quality visuals for social media, web content, and promotional events.
- Collaborate with the in house photographers, videographers, and writers to develop multimedia content that increases audience engagement.

## **Collaboration & Coordination**

- Work with the Studio & Engagement team to align workshop promotion schedules with program goals.
- Coordinate with in-house designers and Marketing Manager and the PR team to ensure timely delivery of marketing materials.

## **Performance Monitoring**

- Track campaign and project performance metrics with the in-house social media team (e.g., social media engagement, client feedback, sales conversion).
- Adjust strategies as needed to optimize performance and provide regular reporting on outcomes and insights.

## **Qualifications & Skills**

- Bachelor's degree in graphic design, Marketing, or a related field.
- 5+ years of experience in graphic design or marketing within the creative industry.
- Proven experience managing design teams and creative workflows.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Strong understanding of branding principles and campaign development.
- Excellent project management skills with the ability to handle multiple concurrent projects.
- Experience in arts, cultural organizations, or consultancy settings is a plus.

## **Additional Requirements**

- A passion for art and design with a strong interest in UAE culture and sustainability.
- Ability to work flexible hours during events or exhibitions when needed.
- Commercial acumen and confidence in managing budgets and achieving revenue targets.

This role offers the opportunity to shape Tashkeel's public image while empowering local artists and designers through innovative marketing strategies and high-impact design solutions.

## **Ability to commute/relocate:**

- Dubai: Reliably commute or planning to relocate before starting work (Preferred)

## **Education:**

Bachelor's (Required)

## **Experience:**

Graphic Design: 5 years (Required)

Marketing & Graphics: 5 years (Required)

## **Language:**

Arabic (Required)

English (Required)