Job Title:	Digital Content Creation & Graphic Design Officer	Reports to:	Manager - Marketing, Brand & Communications
Unit:		Department:	Marketing and Communications
Grade:	Officer	Date:	
Job Holder:		Supervisor:	
Signature		Signature:	

Job Purpose Statement

An officer-level, hands-on creative role requiring at least 3 years of relevant professional experience in graphic design, digital content creation and multimedia production.

The Digital Content Creation & Graphic Design Officer is responsible for the end-to-end development, production and quality assurance of all designs and visual content for CIB Kenya, including work produced in-house and by external creative partners. Reporting to the Manager - Marketing, Brand & Communications, the officer translates approved business and marketing briefs into compelling digital, print, animation and video assets across customer-facing and internal touchpoints.

The officer is the day-to-day custodian of the brand's look and feel, ensuring consistent visual identity, high creative standards and engaging storytelling that builds brand recognition, trust and affinity. The role owns creative delivery from concept to final production, uses approved AI tools responsibly to improve creative quality and efficiency, and maintains reusable assets and production continuity. Brand strategy, exceptions, budgets and final release approvals remain subject to the Manager and the bank's approval framework.

Key Responsibilities

Financial

- Plan and deliver cost-effective creative production against approved briefs, budgets and timelines; flag scope changes and cost implications to the Manager before commitment.
- Maximize in-house design, animation and video capability, and reuse approved templates and assets to reduce avoidable agency costs and production rework.
- Prepare technical specifications and cost inputs for printing, photography, filming, animation, stock assets and creative software; support vendor evaluation through the approved procurement process.
- Track creative production costs, outsourced work and asset reuse; recommend efficiencies without compromising brand quality, rights or customer clarity.
- Develop campaign assets that support approved acquisition, engagement, retention and revenue objectives; use available campaign results to refine creative effectiveness.

Customer

- Create customer-centered visual communication that explains products and services clearly and strengthens brand recognition, trust and affinity across audience segments.
- Own a consistent brand look and feel across social media, websites, email, digital advertising, branch collateral, events and internal communications.
- Translate customer and frontline feedback into clearer layouts, relatable visual stories, explainers and customer education materials.
- Produce accessible, mobile-first creative with readable typography, clear visual hierarchy, appropriate contrast and captions or subtitles where relevant.
- Develop campaign concepts and creative variants suited to each audience, channel and customer journey; collaborate with business and marketing colleagues on accurate messaging and calls to action.
- Contribute to brand affinity through distinctive, relevant storytelling; review audience engagement and brand feedback with the Manager rather than treating visual output alone as evidence of affinity.
- Provide approved creative assets for community engagement and service communications; route customer inquiries and complaints to the responsible service teams.

Internal Business Process

- Own the creative workflow from brief clarification, concept and storyboard through production, review, approval, adaptation, delivery and archiving.
- Maintain a consolidated creative request tracker and production calendar showing scope, owners, deadlines, dependencies, revisions and approval status; escalate conflicting priorities to the Manager.
- Act as the day-to-day visual brand custodian: apply approved identity guidelines, maintain templates and check internal and externally produced artwork for consistency.
- Maintain an organized, access-controlled library of editable source files, footage, animations, final artwork, templates and approved brand assets, with version control and backup handover arrangements.
- Coordinate creative suppliers, printers, photographers and production partners; provide specifications, review proofs and samples, and verify final outputs against approved artwork.
- Complete pre-release quality checks for spelling, product information, disclosures, logos, layout, links, export settings and channel specifications; secure required approvals before publication or production.
- Retain approval records, usage licences, contributor permissions and relevant production documentation; protect confidential and customer information throughout the creative workflow.
- Work with business, service, HR, IT, Procurement, Risk, Legal and Compliance colleagues as needed; escalate brand deviations, sensitive content and unapproved requests.
- Maintain documented production processes and reusable templates so essential creative work can continue during absence or peak demand.

Functional responsibilities

- **Graphic design and art direction:** Develop creative concepts, key visuals, layouts, typography, illustration and infographics; deliver all required digital and print designs, including campaign artwork, brochures, reports, presentations, newsletters, stationery and branded merchandise.
- **Brand identity and physical touchpoints:** Apply approved logos, colours, typography, imagery and layout standards across branch branding, signage, outdoor advertising, event collateral, sponsorships, screens and exhibition materials. Recommend refinements through the Manager; do not change the approved identity independently.
- **Animation and motion graphics:** Conceptualize, storyboard and produce animated explainers, motion typography, logo treatments within approved guidelines, GIFs, transitions and animated campaign assets; adapt duration and format to each platform.
- **Video production and editing:** Develop scripts, shot lists and storyboards; plan and undertake filming or coordinate shoots; edit interviews, testimonials, product explainers, reels, event highlights and corporate videos from raw footage to approved final delivery.
- **Video finishing and sound:** Complete colour correction, sound cleanup and mixing, music selection, titles, captions, subtitles and motion overlays; use cleared footage, music and permissions, and export appropriate aspect ratios, resolutions and file formats.
- **Photography and image editing:** Capture or coordinate brand and event photography; select, retouch, crop and optimize images while maintaining authenticity, permissions and consistent visual treatment.
- **Digital and website creative:** Produce social assets, paid-media creative, email layouts, banners, landing-page visuals and website content assets. Work with IT or developers on responsive layouts, usability and implementation; website development and technical security remain with the responsible specialists.
- **Content and storytelling:** Write, edit and proofread creative copy, scripts, headlines and captions, aligning visual storytelling with the brand voice, approved product facts and audience needs. Produce internal newsletter layouts and multimedia stories with departmental contributors.
- **Responsible AI utilization:** Use only tools and use cases approved through the bank's applicable processes for ideation, concept exploration, storyboards, image assistance, editing, transcription, captions, resizing and creative variants. Obtain clearance before introducing a new tool or workflow.
- **AI quality and information safeguards:** Do not enter customer data, confidential information, credentials or unreleased bank material into unapproved AI tools. Human-review every AI-assisted output for accuracy, bias, brand fit, originality, usage rights and misleading imagery before it enters the normal approval workflow.
- **AI authenticity and accountability:** Do not fabricate customer testimonials or impersonate individuals. Obtain documented permission and approval for synthetic likenesses or voices; retain relevant provenance and identify AI-assisted content when required by the bank's approval process or applicable requirements.
- **Campaign delivery and optimization:** Produce complete cross-channel creative packs and coordinate approved scheduling, email and website content updates with channel owners. Develop creative tests and use engagement, video completion, click-through and conversion feedback where available to improve subsequent assets.

- **Creative innovation:** Monitor design, animation, video and AI developments and competitor creative; propose relevant formats and run Manager-approved pilots with documented quality, time and cost outcomes.
- **Other duties:** Undertake related creative, brand and communications duties assigned by the Manager, consistent with the officer-level role and approved controls.

Key Deliverables

- Complete, high-quality creative packs delivered against approved briefs and agreed timelines, covering digital, print, animation, video and internal communications.
- Consistent brand look and feel across all touchpoints, supported by current templates and documented visual quality checks.
- Engaging creative that contributes to brand recognition, affinity and customer understanding, reviewed using audience feedback and available campaign evidence.
- Production-ready artwork, platform-ready animations and finished videos with required captions, rights documentation and approval records.
- An up-to-date creative request tracker, production calendar and organized source-file and asset library, with effective backup and handover arrangements.
- Regular creative delivery reporting covering timeliness, first-pass approval, revision causes, brand consistency, production costs and content performance where available.
- Responsible, human-reviewed AI-assisted workflows with documented approvals and demonstrable quality or efficiency improvements.
- Measures and targets to be agreed with the Manager; do not assume numerical targets or sole accountability for campaign revenue or brand affinity.

Our Values

- Customers first
- Integrity
- Agility
- Lead the Market

Job Specification

Education:

- Bachelor's degree in Graphic Design, Multimedia Design, Visual Communication, Animation, Film/Video Production, Marketing, Communications or a related field.

Experience:

- At least 3 years of relevant hands-on professional experience in graphic design, digital content creation and multimedia production, with demonstrable responsibility for delivering creative work from brief to final output.
- Proven experience producing both digital and print designs, applying brand identity standards and managing multiple creative briefs and deadlines.
- Demonstrated capability in animation, motion graphics and video editing, supported by completed work showing concept development, storyboarding, editing and finishing.

- Practical experience using AI-assisted creative workflows responsibly, with the ability to explain human review, information protection and usage-rights checks.
- Experience coordinating production suppliers, reviewing proofs and preparing artwork and multimedia for final delivery. Banking, financial services or another regulated-sector background is an added advantage.
- A portfolio and showreel are required at interview, covering brand application, design, animation and video work. Candidates should explain their individual contribution, creative process and any AI assistance; confidential work must be anonymized or shared with permission.

Skills:

- Strong working proficiency in Adobe Photoshop, Illustrator and InDesign for design, image editing, layout and print-ready artwork.
- Practical proficiency in After Effects or equivalent motion-graphics software and Premiere Pro, DaVinci Resolve or equivalent video-editing software.
- Strong visual judgment in typography, composition, colour, imagery and storytelling, with the ability to maintain a distinctive, consistent brand look and feel.
- Ability to script and storyboard, capture usable footage, edit sound, apply colour correction and produce captions and platform-ready exports.
- Practical proficiency with approved AI-assisted creative tools, prompt development, output refinement and human-led quality assurance.
- Clear copywriting, proofreading and presentation skills, with attention to product accuracy and brand tone.
- Understanding of digital content formats, responsive layouts, email creative, accessibility and basic UI/UX principles; ability to collaborate with developers and channel owners.
- Ability to interpret creative and campaign analytics, develop testable creative variants and translate feedback into improvements.
- Strong production planning, file organization, version control, stakeholder coordination and vendor briefing skills.
- Working knowledge of print production, asset licensing, contributor permissions, confidential information handling and approval controls.

Certifications (Preferred but not Mandatory):

- Relevant Adobe certification in graphic design, video editing or motion graphics.
- Relevant qualifications or short courses in animation, filmmaking, photography, brand design or UI/UX.
- Relevant training in responsible AI use, AI-assisted creative production or digital content analytics.
- Relevant digital marketing or platform certifications where aligned with assigned channel responsibilities.

Reporting Relationships: jobs that report to this position directly and indirectly	
Functional Reports	No direct functional reports. Coordinates creative suppliers and project contributors without line-management authority.

Administrative Reports	No administrative reports. Reports to the Manager - Marketing, Brand & Communications.

Stakeholders: key stakeholders that the position holder will need to liaise/work with to be successful in this role.	
Internal	Manager - Marketing, Brand & Communications; Marketing and Communications colleagues; business and product teams; Customer Service and branches; HR; IT and digital channel owners; Procurement and Corporate Services; Risk, Legal and Compliance; Group Brand, as required.
External	Creative and media agencies; printers and signage suppliers; photographers, videographers and animation specialists; event and production partners; approved creative technology providers; customers or contributors participating in approved content production.

Decision Making Authority /Mandates/Constraints: the decisions the position holder is empowered to make *(Indicate if it is Operational, Managerial or Strategic)*
Operational authority: Own day-to-day creative production, recommend concepts and formats, choose technical production methods within approved tools and standards, and manage version control and quality checks. Sequence agreed work within the production plan and refer priority conflicts or material scope changes to the Manager. **Approval boundaries:** Recommend, but do not independently approve, brand identity changes, strategic positioning, budgets, expenditure, supplier appointments or new AI tools. Submit final artwork, video, animation and production proofs for Manager review and the required business, Group Brand, Risk, Legal or Compliance approvals, as applicable. Do not publish, externally distribute or authorize production before required approvals are recorded. Escalate sensitive content, rights concerns, data exposure and suspected brand misuse immediately.

Ideal Job Competencies: Technical Competence	
Brand identity and visual stewardship	Apply approved brand standards consistently across all touchpoints; review internal and supplier creative, maintain templates and identify deviations before release. Translate the brand into a recognizable look and feel without independently changing its identity.
Graphic design and layout	Produce polished concepts, key visuals, illustration, infographics, presentations and long-form layouts with strong typography, hierarchy, colour and composition.
Animation and motion graphics	Develop storyboards and produce motion typography, animated explainers, transitions and social animations using sound timing, pacing and brand-consistent movement.
Video editing and post-production	Edit raw footage into coherent stories; perform colour correction, audio cleanup and mixing, titles, captions and motion overlays; deliver correctly formatted master files and channel versions.

Filming and photography	Plan shoots, framing, lighting and sound; capture or coordinate quality footage and imagery, manage permissions and select appropriate licensed material.
AI-assisted creative production	Use approved AI tools for defined creative tasks, refine prompts and outputs, protect restricted information and maintain human accountability for accuracy, bias, authenticity, rights and final quality.
Adobe and multimedia production tools	Use Photoshop, Illustrator and InDesign proficiently, together with After Effects and Premiere Pro or equivalent animation and video tools; maintain organized, editable production files.
Print and physical brand production	Prepare print-ready artwork, colour settings, bleeds and specifications; check proofs, materials, signage and branded merchandise against approved designs.
Digital, email and website creative	Design mobile-first social, advertising, email and web assets; apply responsive layout and basic UI/UX principles, and collaborate with channel owners and developers on implementation.
Creative copy and storytelling	Write and edit clear headlines, scripts, captions and supporting copy that complement visuals, reflect the brand voice and use approved product information.
Accessibility and content quality	Create readable layouts and suitable captions, subtitles and visual hierarchy; identify errors, misleading imagery and inconsistent execution through systematic pre-release checks.
Creative performance and brand affinity	Interpret available engagement, video, click-through and conversion data alongside qualitative feedback; recommend creative improvements and distinguish creative contribution from broader campaign outcomes.
Creative project and supplier coordination	Clarify briefs, estimate effort, manage deadlines and revisions, track dependencies and coordinate supplier delivery while escalating cost, scope and priority issues.
Asset management and production continuity	Maintain searchable libraries, naming conventions, version control, approved masters, source files and handover documentation so creative work remains retrievable and reusable.
Governance, rights and confidentiality	Apply approval workflows, document licences and permissions, protect customer and confidential information, and escalate sensitive or non-compliant content before publication.

Ideal Job Competencies: Behavioral Competence	
Creative ownership and accountability	Take responsibility for creative briefs from concept to final delivery; resolve production issues, check quality and escalate risks early rather than relying on repeated follow-up.
Customer focus and brand judgment	Balance creative ambition with customer clarity, relevance and the bank's identity; create work that supports recognition, trust and affinity.
Creativity and practical innovation	Translate business needs into original, workable ideas across design, animation and video; test new formats and AI-assisted methods within approved controls.

Collaboration and communication	Clarify stakeholder needs, explain creative decisions, coordinate contributors and give constructive feedback while respecting approval boundaries.
Planning and delivery discipline	Prioritize agreed work, estimate production effort realistically and manage competing deadlines without sacrificing accuracy or required reviews.
Attention to detail and quality	Apply thorough checks to copy, layouts, brand application, audio, footage and final exports; use feedback to reduce repeat errors and rework.
Adaptability and continuous learning	Respond constructively to revisions and changing priorities; strengthen creative, technical and responsible AI skills through practice and relevant learning.
Integrity and sound judgment	Protect confidential information, respect intellectual property and contributor permissions, use AI transparently and escalate content or production concerns promptly.
Resilience and problem-solving	Handle critique professionally, propose practical solutions to production constraints and maintain reliable handovers and continuity during peak demand.