

## Job Profile

**Role Title:** Digital Designer

**Reports To:** TBC

**Type:** Full-time

**Location:** Ballito Head Office | Johannesburg Work from Home | Hybrid

**Cost:** Market Related based on Experience

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### Purpose of the Role

To conceptualise, design and deliver exceptional digital assets and experiences that align with Jawbone's brand and client objectives. The Digital Designer will create high-quality, engaging visuals for web, social media, campaigns, presentations and digital activations, ensuring creativity, consistency and user-centric design.

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### Qualifications & Experience

- Degree or diploma in **Graphic Design, Digital Design, Visual Communication or a related field**.
  - Minimum **2–4 years** of experience as a Digital Designer in an agency or fast-paced design environment.
  - Strong portfolio showcasing a range of digital design work across platforms, demonstrating creativity, versatility, and user-centric design.
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### Talent, Ability, Skill, Knowledge & Style

We're looking for someone who is:

- Natural eye for design, detail and layout with a strong sense of typography, colour and visual hierarchy.
- Creative thinker who brings new digital design concepts to life effectively.
- Ability to manage multiple design projects simultaneously while meeting tight deadlines.
- Ability to interpret briefs, understand client goals and translate them into compelling visuals.
- Proficiency in design and prototyping software including **Figma, Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects)**, Canva or similar tools.
- Knowledge of UX/UI design principles and ability to design user-centred digital interfaces.

# JAWBONE

- Up-to-date understanding of digital design trends, social media design requirements and best practices for online engagement.
- Knowledge of responsive design and how to optimise visuals across devices and platforms.
- Professional, detail-oriented and organised in work approach.
- Collaborative and open to feedback with a proactive attitude towards problem-solving.
- Innovative, eager to learn and adaptable to changing priorities or client needs.

## **Must know how to use:**

- Figma, Adobe Creative Suite (Photoshop, Illustrator, XD, After Effects), Canva or similar tools.
  - Google Workspace (Docs, Sheets, Drive, Gmail, Calendar)
  - Basic knowledge of AI tools (e.g. ChatGPT)
  - Bonus:
    - Team communication tools (e.g. Slack)
    - Fathom
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## **Responsibilities**

### **Design & Creative Execution**

- Create visually compelling designs for digital campaigns, websites, social media, emails, presentations and other online platforms.
- Translate briefs and concepts into on-brand, user-friendly designs that meet project objectives and timelines.
- Collaborate closely with the creative, digital and client services teams to develop and refine design outputs.

### **User Experience & Interface Design**

- Design digital interfaces (landing pages, microsites, app screens) with a focus on usability, user flow and conversion optimisation.
- Ensure designs follow UX best practices and are responsive across devices and platforms.

### **Brand Consistency**

- Maintain and enhance brand guidelines across all design work to ensure consistency and quality.



- Work with the Head of Brand and Marketing Manager to evolve Jawbone's digital design standards in line with market trends.

#### **Collaboration & Feedback**

- Participate actively in creative brainstorming and team sessions to contribute fresh ideas and perspectives.
- Receive and implement feedback constructively to refine and optimise designs.

#### **Software & File Management**

- Ensure all design files are organised, labelled and shared according to internal processes for efficient collaboration and version control.

Please send your CV with the title of the job you are applying for to [recruit@jawbone.co.za](mailto:recruit@jawbone.co.za) should you want to apply.

