



JOB DESCRIPTION

JOB PROFILE

Job Title	Junior Graphic Designer
Department	Marketing
Team	Global
Reports to	Brand and Creative Manager
Location	Cape Town or Johannesburg, South Africa
Travel Required	Minimal
Work Pattern	Full-time
Working Hours	09:00 am - 17:00 pm
Working Days	Monday - Friday
Date	February 2025
Type of Contract	Fixed-term (12 months)

ROLE CONTEXT

The vision for Alpha International (AI) is the re-evangelisation of the nations, revitalisation of the church and the transformation of society. Alpha South Africa, as a Christian organisation, shares the Alpha International vision, mission and goals through a partnership working agreement.

Each member of our team plays a vital role in making our vision a reality. As a Christian organisation, our faith is an integral part of our working culture.

Alpha's mission is to equip the church to help people to discover and develop a relationship with Jesus. Our primary way of carrying out our mission is by equipping churches around the world with Alpha – a series of sessions exploring the Christian faith.

ROLE PURPOSE

The Junior Graphic Designer role will be responsible for creating and delivering ongoing creative content. This includes (but isn't limited to) working across digital media, social media, website, course advertising, training materials, photography editing, and print material. They work to serve the design and creative needs of the global Marketing Team, central functions, and wider organisation. They will also have responsibilities for managing files, organising creative media, and hosting media on various platforms.

KEY RESPONSIBILITIES

- Working with the creative team to serve as a central creative design hub, creating assets for global teams, central functions, and innovative projects. The Junior Graphic Designer will work on multimedia projects, primarily contributing graphic design through a variety of programs and platforms
- All work will follow a thorough design brief, and their workflow managed by the studio team. Projects include but not limited to:
 - Core Alpha marketing materials: Work with the Creative and Brand Manager to create marketing assets to be distributed globally – including but not limited to social assets, invitational resources, guides, and updates to branding.
 - Bible with Nicky and Pippa Gumbel Creation of marketing assets for the BNAP website, app,



- and social media account to ensure updates are communicated to current users and new users
- are encouraged to try BNAP.
- Leadership Conference: Working closely with the wider team to create marketing assets
- needed for Leadership Conference.
 - Create promotional social media posts and emails to attract signups to Leadership Conference (both in-person and online).
 - Design event emails to keep attendees informed on conference updates. § Design in-person collateral including t-shirts, tickets, lanyards, and collection envelopes.
 - Design website graphics for the LC website, for church websites, and for the Sardius platform to ensure proper event information is displayed.
 - Design slide templates displayed during the in-person and online conference for the events team to update with relevant content.
- Alpha Film Series and Alpha Youth Series: Create marketing assets on an as needed basis for the Alpha Film Series and Alpha Youth including social posts, email graphics, guides, and website assets to communicate to National Alpha offices and churches of updates.
- The Marriage Course: Create ad hoc marketing materials (social posts, graphics), update product materials (leaders guide, journals, etc.), update training materials, and update website graphics to ensure the latest information is communicated to all relevant audiences.
- At times, the Junior Graphic Designer will be expected to help maintain and organise the roll-out of creative assets on internal systems – helping Alpha teams access creative work in an intuitive and simple way.
- The Junior Graphic Designer will contribute creative ideation with the wider team and, where possible, work across multimedia projects including digital web design, animation, and video

ROLE DIMENSIONS	
Budget Management	None
People Management	None
Key Relationships - Internal	Brand and Creative Manager, Director of Marketing and Creative, Global Creative Director, Global Marketing Account Manager, Leadership Conference Marketing Manager, Head of Marketing, Product Managers
Key Relationships - External	Occasionally connect with Regional and NAO staff

ESSENTIAL SKILLS, KNOWLEDGE AND EXPERIENCE
<ul style="list-style-type: none"> · Excellent organisational and time management skills with the ability to multi-task effectively · Exceptional communication skills – written, verbal and listening · Proficiency in MS Suite including Microsoft Excel, Microsoft Word and SharePoint · Awareness of working cross-culturally to maximise outcomes · Strong visual design sense · Creative and innovative thinker, bringing new ideas to the team · Awareness of current design trends and techniques · Highly organized and systematic with delivering creating work · Knowledge of Adobe design programs and basic video editing software is required · Communicating well and efficiently both in writing and on the phone · Willing to learn new programs and software · Bachelor’s Degree · Experience creating non-static social content including basic videos and gifs



DESIRABLE SKILLS, KNOWLEDGE AND EXPERIENCE

- Committed to the vision of HTB and Alpha International
- Ability to design and edit basic front-end web pages (Wordpress, Squarespace etc)
- Ability to design in Figma

WORKING ENVIRONMENT

We have a purposeful working environment where we strive for excellence in everything we do. Our workplace culture is shaped by our values which are AUGHT (Audacity, Unity, Generosity, Humility and Tenacity). We respect and value our colleagues, encourage and affirm often, challenge when necessary, supporting always. It is an inspiring and energising place to work where innovation and creativity are encouraged alongside passion and discipline. The staff community is warm and engaging, with lifelong friendships being built.

WORK EXPECTATIONS

- Working days: Monday - Friday
- Working hours: 09:00 am - 17.00 pm, with flexibility to accommodate different time zones
- Hybrid working arrangement determined by line manager
- 25 days holiday per annum
- Available to work key dates during some courses and events
- [*Required*] Attendance (remote) at Monday morning Staff devotions (South Africa and Global team)
- [*Optional*] Attendance (remote) at Tuesday HTB Group staff meeting
- Six-month probation period

TO APPLY

1) Complete the Application Form

- [Junior Graphic Designer - Application Form](#)

2) Email your CV and Cover Letter

- hr@alphasa.co.za

- Title your email: Junior Graphic Designer - Full Name (Name/Surname)

NB: Applications will not be considered without an accompanying CV and Cover Letter sent to hr@alphasa.co.za