



# WE'RE HIRING!!



## Asst. Manager - Graphic Designer, Brand

**Location: Dhaka**

### **Job Context:**

MIR Ceramic Limited is a leading tiles manufacturing company in Bangladesh, recognized for its innovation, quality, and strong brand presence.

To support our ongoing branding and communication initiatives, we are seeking a creative and proactive Inhouse Graphics Designer – Assistant Manager who will be responsible for executing brand guidelines and delivering effective visual designs across marketing, retail, campaign, and digital platforms for MIR and CLIO brands..

### **Job Responsibilities:**

- Develop, design, and execute Brand Guidelines for MIR and CLIO brands.
- Oversee advertising agency–provided static, dynamic, and video contents and provide proper feedback for execution.
- Plan and design all kinds of POSM materials for retail outlets, dealer shops, and exclusive display centers of MIR & CLIO.
- Design product display shelves/gondolas for designated outlets.
- Plan and design Employee Branding materials (e.g., T-shirts, backpacks, caps, etc.).
- Plan and design mass and exclusive gift items for dealers, customers, and B2B clients.
- Provide urgent design support for any RTM (Route-to-Market) posts.
- Create Thematic or Tactical Campaign KV designs and adapt them as required.
- Develop AI-generated social media posts, when necessary.
- Provide design support for website content and GDN (Google Display Network) creatives.

### **Education**

- Bachelor of Arts (BA) in Fine Arts

### **Experience**

- At least 5 years
- The applicants should have experience in the following business area(s):  
Group of Companies, Tiles/Ceramic

### **Additional Requirements**

- Age At most 45 years
- Strong proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Basic knowledge of motion graphics/video content will be an advantage.
- Clear understanding of branding, campaign KV, and POSM design.
- Ability to coordinate with advertising agencies and internal stakeholders.
- Creative mindset with strong time management and execution skills.
- Knowledge of AI-based design tools will be considered an added advantage.

### **Compensation & Other Benefits**

- Provident fund, Mobile bill, Gratuity
  - Lunch Facilities: Partially Subsidize
  - Salary Review: Yearly
  - Festival Bonus: 2
- Alternative Saturday holiday & any other benefit as per company policy.



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