

JOB TITLE	:	GRAPHIC DESIGN SPECIALIST
JOB GRADING	:	C5
BUSINESS UNIT	:	COMMERCIAL
LOCATION	:	HEAD OFFICE_PRETORIA
POSITION STATUS	:	FIXED TERM CONTRACT, 12 MONTHS

Purpose Statement

The responsibility of the Graphic Design Specialist is to create, design and deliver high-quality visual materials that support Postbank's marketing, brand and communication objectives across print, digital and social platforms. The role ensures consistent application of Postbank's visual identity and brand standards while producing creative, inclusive and compliant designs that enhance customer understanding, engagement and trust. The role supports the coordination and timely delivery of design requests by managing assigned priorities, turnaround times and handovers, and escalating capacity or scheduling constraints as required.

Job Responsibilities

Design and Creative Production:

- Design and produce visual assets for campaigns, digital channels, print materials and internal communication
- Translate creative briefs into professional design outputs that align with campaign objectives and brand positioning
- Prepare layouts, illustrations and artwork for advertising, promotional and educational content
- Review and ensure that all design outputs are accurate, high-resolution and production-ready for digital or print distribution in line with brand standards.

Brand Identity and Visual Standards:

- Apply Postbank's corporate identity consistently across all materials to protect and strengthen the brand
- Maintain and update design templates, style guides and visual assets in collaboration with the Manager: Brand
- Ensure compliance with accessibility, inclusivity and cultural-sensitivity standards in all creative outputs
- Support the review and approval of external agency materials to ensure brand alignment providing execution level feedback as required.

Digital and Multimedia Design:

- Design and adapt visual content for websites, social media, digital screens and online advertising
- Use multimedia tools to create motion graphics, infographics and short video content for campaigns
- Collaborate with cross-functional teams to ensure that design content effectively supports digital-marketing and customer-engagement strategies
- Review feedback and performance insights across platforms and adjust creative outputs to improve visual impact and user experience

Stakeholder Engagement:

- Collaborate with other teams e.g. Marketing, Product, Customer and Corporate Communications, and Operations to understand design requirements and delivery timeframes
- Support campaign planning meetings by contributing design inputs and recommendations in line with brand guidelines
- Coordinate with printing suppliers, media agencies and production partners to ensure quality and accuracy in final outputs
- Provide design support for internal initiatives, corporate events and executive presentations within agreed priorities and turnaround timelines escalating conflict, scope changes or capacity constraints where necessary

Governance, Compliance and Quality Control:

- Ensure all design materials comply with Postbank's brand policies, PFMA principles and regulatory communication requirements.
- Maintain a secure digital library of design files, imagery and templates with appropriate version control and change tracking for audit and re-use
- Adhere to deadlines, quality standards and procurement processes for design services and related resources, escalating risks or constraints where required
- Continuously improve design and production processes to enhance efficiency, reduce rework and uphold brand consistency

Continuous Improvement and Innovation:

- Stay current with design trends, software developments and digital-marketing technologies
- Recommend innovative design solutions that support the modernisation of the Postbank brand, in line with approved brand direction, and enhance communication effectiveness
- Participate in creative reviews and contribute to the evolution of the bank's visual identity and tone of voice

Role Requirements:

Qualifications:

- Bachelor's degree in Graphic Design, Visual Communications, or a related field (NQF Level 7)
- Ideal: Adobe Creative Suite or similar Design Software Certificate

Experience and Knowledge of:

- 5 years' experience in Graphic Design, with at least 2 years in financial services, marketing agencies, or public sector branding with experience working in fast paced, compliance driven environments. Proven portfolio showcasing execution focused design work including layout, adaptations and production ready designs for diverse audiences across digital and print media Expertise in design software (e.g., Adobe Photoshop, Illustrator, InDesign), typography, color theory, and file optimisation for web and print. Demonstrated ability to manage multiple design requests, and work within fluid approval processes including complex organisation environments with multiple stakeholders, managing multiple inputs and approval layers, controlling versioning and navigating scope changes while maintain quality and turnaround commitments.

Advantageous:

- 2 years' experience in financial services marketing, especially within retail banking, telecoms, microfinance, payments or financial inclusion sectors.
- 2 years' experience in state-owned entities or organisations serving mass-market and low-income segments.

Skills and Attributes

- Strong design fundamentals (typography, layout, colour, visual hierarchy)
- Proficiency in design tools (Adobe Creative Suite, Figma/Sketch; basic motion a plus)
- Ability to interpret briefs and develop clear creative concepts
- Good understanding of brand guidelines and maintaining consistency across all work
- Ability to design across multiple formats (digital, print, campaigns)
- Strong attention to detail and quality of execution
- Comfortable receiving and applying feedback
- Ability to manage multiple projects and meet deadlines with minimal supervision
- Problem-solving mindset – able to suggest improvements, not just execute
- Collaborative approach – able to work well with marketing, copy, and other teams
- Shows ownership and accountability for work delivered
- Demonstrates curiosity and keeps up with design trends and tools
- Able to support and guide creative teams from external agencies.

How to Apply

If you wish to apply and meet the requirements, please forward your Curriculum Vitae (CV) to RecruitmentSN@Postbank.co.za

Please indicate in the subject line the position you are applying for. To view the full position specification, log on to www.postbank.co.za and click on Careers.

Closing Date

03 April 2026

Disclaimers

The South African Postbank SOC Limited is committed to the achievement and maintenance of diversity and equity in employment, especially with regard to race, gender and disability. In compliance with the bank's employment equity plans, we encourage and welcome applications from diverse groups from the South African Employee active population. Correspondence will be limited to short-listed candidates only.

If you do not hear from the South African Postbank SOC Limited or its Agent within 3 months of this advertisement, please accept that your application has been unsuccessful. The South African Postbank SOC Limited reserves the right not to fill the positions or to re-advertise the positions at any time.

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