Visual Storyteller

# Chapter One

# You’re ready to get your feet wet in the PR world and want to make sure you find the right place to nurture your creative ambitions. The Hoffman Agency is an international public relations and integrated marketing communications company that crafts stories to build brands. We are seeking enthusiastic creative minds with a passion for design.

# The Plot Thickens: Job Description

* **Graphic Design:** Understand the entire creative process from developing creative concept to designing final output. Tasks ranging from digital to print, including branding, infographics, corporate asset
* **Animation:** Creating dynamic content in animation
* **Creative ideation:** Develop creative ideas and concepts within brief, often in partnership with other client servicing team members. Get involved in the creative process through pitching innovative ideas.
* **Marketing:** Create content for clients, localize marketing materials for appropriate markets and assist with pitches and proposals. Helping to champion our brand’s visual language across all our platforms by promoting and following branding guidelines

# Attributes of the Protagonist (That’s You)

* Critical Thinker
* Reliable
* Resourceful
* Curious
* Fearlessness (of market complexity)
* Initiative
* Sense of Humour
* Collaborator
* Organized

# The Hero’s Background: Qualifications

* Knowledge of digital media software – Illustrator and Photoshop, Adobe Indesign and other graphic design software.
* Good command of written and spoken English
* Knowledge of video editing software –Adobe Animate, Adobe Premiere or After Effects is a plus
* Ability to contribute individually, and participate in cross-functional teams
* In the loop on current and past design trends, able to tap onto those when relevant

If interested, please email your resume, including a link of your design profile and a cover letter to [**resumeAP@hoffman.com**](mailto:resumeAP@hoffman.com).

We will contact all shortlisted candidates.