



THE ROYAL PORTFOLIO

VACANCY FOR MID-LEVEL GRAPHIC/WEB DESIGNER

Head Office | Cape Town

Scope and General Purpose:

The Royal Portfolio is looking for a mid-level graphic/web designer to join our marketing and communications team at the Cape Town Head Office.

The ideal candidate should be creative and passionate with strong communication skills and an eye for detail.

An understanding of social media and content marketing would be advantageous, as would writing skills, video editing skills and travel industry experience.

Main Duties:

- To be a custodian of The Royal Portfolio brand and to apply and evolve The Royal Portfolio's Brand Book across all guest touch points
- To design all Royal Portfolio marketing collateral including business cards, brochures, stationery, menus, gifts and signage at our hotels
- To design all digital marketing collateral including presentations, newsletters, Google display adverts, e-mailers, e-brochures, fact sheets and imagery for social media and The Royal Portfolio blog
- To manage, maintain and edit The Royal Portfolio's extensive image library including our Media/Agent Portal and image editing
- To assist with general marketing as and when required
- Brainstorm ideas and concepts with our team and assist in the execution of various marketing and sales related projects
- Communicate effectively with the Content Manager and report to the Marketing & Communications Manager

Requirements & Qualifications for this position:

- Strong passion for design, typography and layout
- An eye for detail and excellent organisational skills
- Knowledge of document and colour set up for print and digital

- Ability to multi-task, stay calm under pressure, prioritise and deliver multiple projects on deadline
- Solid experience in translating conceptual ideas into simple, elegant and engaging designs
- Proficiency in Microsoft Word, Excel and PowerPoint
- Proficiency in Adobe CS6/Creative Cloud (Photoshop, Illustrator and InDesign – After Effects/Premiere Pro would be a plus)
- Experience of creating and sending newsletters and e-mailers through a mailing system such as Campaign Monitor
- Experience working with a Wordpress CMS
- Knowledge of HTML, JS, CSS and PDF Forms is a plus
- A relevant degree or diploma or at least two years of relevant experience with a polished portfolio of work

It is important that the candidate is able to work as part of a team and is a good cultural fit for The Royal Portfolio.

South African citizenship is advantageous. A valid work permit is essential if you are not in possession of a South African ID document.

What makes working for The Royal Portfolio unique?

The Royal Portfolio is a collection of iconic hotels and lodges in incredible destinations across South Africa including Royal Malewane, Birkenhead House, La Residence, The One Above and The Silo Hotel.

At The Royal Portfolio we are passionate about our guest experience. In order to achieve our Purpose we seek to employ exceptional individuals whose personalities reflect our Purpose & Values. We hire for attitude and train for skill.

We believe in investing in our people and in helping them to develop long and prosperous careers with The Royal Portfolio as the group goes from strength to strength and continues to invest in the right opportunities within the luxury travel market.

Our purpose is “To give guests a complete experience and a perfect stay.”

Find out more about our [Purpose & Values](#) on [The Royal Portfolio](#) website.

Please send a CV, covering letter and digital portfolio to Estelle van der Merwe - estelle@trp.travel