

## MID-LEVEL GRAPHIC DESIGNER

**Location:** Cape Town (Atlas Gardens)

**The Role:** Creative Design & Brand Specialist

Are you a designer who loves to see your work move from the screen into the real world? At 24hrMedia, we don't just "design graphics"—we create physical brand experiences. We are a high-tech production house specialising in custom packaging, POS builds, CNC routing, and large-format signage. As our Mid-Level Designer, you are the creative engine of the company. You will take client projects from "Concept to Creation" while also playing a vital role in our own brand's evolution. Working closely with our Marketing Manager, you will be responsible for designing the tools and displays that represent 24hrMedia to the world.

### Key Responsibilities:

- Client Project Design: Develop creative layouts and structural designs for high-end packaging, window boxes, POS displays, and large-format signage.
- In-house Branding: Collaborate with Marketing to design and update all 24hrMedia internal branding requirements. This includes our sales toolkits, company profiles, and physical premises branding (boardroom displays, wall wraps, and signage).
- Structural Concept Design: Create functional 3D mockups and die-lines that can be manufactured in our 24-hour facility.
- Production Collaboration: Brief our Junior/Pre-press team on complex files to ensure your creative vision is technically ready for our 24/7 production floor.
- Brand Consistency: Ensure that client branding—and our own—is translated perfectly across multiple substrates and materials.

### Requirements (The Essentials):

- Software Mastery: Advanced proficiency in CorelDRAW and Adobe Illustrator is non-negotiable.
- Experience: 3–5 years in a design role, ideally within the print, signage, or packaging sectors.
- Technical Intuition: You understand how to design with the final physical product in mind (knowing how folds, substrates, and CNC materials work).
- Portfolio: A strong portfolio showcasing physical product designs, packaging, or large-format signage.

### Why Join 24hrMedia?

- The Full Toolkit: Work with a factory that runs 24 hours a day and features cutting-edge technology.
- Dual Focus: Balance client-facing work with the opportunity to shape the visual identity of a leading Cape Town print house.
- Impact: See your designs manufactured and installed right here in our facility.

### How to Apply:

We want to see your best work! Please submit:

1. Your CV.
2. A Portfolio highlighting physical products, packaging, or signage you have designed using CorelDRAW or Illustrator.

Apply via email to: [info@24media.co.za](mailto:info@24media.co.za) | Subject Line: Mid-Level Designer Application – [Your Name]

