

## EMPLOYMENT OPPORTUNITY: MULTIMEDIA AND DESIGN ASSOCIATE

### The Role

Ock Pop Tok is looking for a dynamic compassionate candidate with a drive to make a difference in the world to join our marketing team. The position is ideal for creative, energetic recent graduates who want to build their graphic design portfolio and gain work experience.

This position is focused on graphic design, multimedia, photography and just about everything having to do with visual storytelling. Illustrator and Photoshop have no secrets for you. You can craft a newsletter layout in no time. You believe an image is worth a thousand words. You can use a camera to take visually atmospheric images, and you have a keen eye for details and aesthetics. You can effectively manage multiple timelines and deadlines simultaneously. You have the discipline to execute on existing templates and the drive to research and initiate new designs and campaigns. If this is you, then we'd love to work with you.

### Key Responsibilities

- Design and layout assets in conjunction with HSM for in-store product and sale signage, website, online shop, social media and newsletters
- Using existing templates, update product, sale and special events signage
- Create design and visual content in support of multimedia content strategies for social media channels including, but not limited to Facebook, Instagram, Pinterest, & Twitter
- Research and benchmark industry trends and influence strategy accordingly
- Assist with website updates in WordPress including edits to the Online store, blog posts and other pages as needed.
- Create the layout of the two monthly newsletters using MailerLite (photo resizing, etc.)
- Contribute to the ongoing Wholesale business (graphics) in collaboration with the Marketing team
- Create a collection of images and short videos (using hand-held camera or cell phone) related to all aspects of the Ock Pop Tok experience
- Create a series of short videos focusing on artisan classes offered at Living Crafts Centre; a behind the scenes look at Silk Road Cafés farm-to-table and Silk Road cuisine; and, eco and sustainable practices in Mekong Villa and across OPT departments
- Create a series of short videos emphasising product storytelling, both to be used for staff training and for marketing purposes
- Collaborate with Lao staff, as needed
- Other duties as assigned

## Requirements

- Bachelor's Degree in Graphic Design, Multimedia, Photography or related field
- Excellent knowledge of Adobe Illustrator, Photoshop and InDesign is a MUST
- Good copywriting and communication skills would be a PLUS
- Ability to be highly collaborative and work cross-departmentally and in a multicultural environment.
- Ability to manage multiple projects and timelines simultaneously
- Excels at working with people from diverse backgrounds.
- Mission alignment: We are a mission driven social enterprise that thrives on a shared passion and we will look for this in any potential applicant.

Reports to the Head of Sales & Marketing

### Details:

Expected Start Date: April 2020

Contract Position. Minimum 2 years

Working Hours: Position will be based in our Luang Prabang offices. 5.5 days work week

Salary: Depends on experience

OPT will sponsor the candidate's Employment Visa. OPT will pay visa fees in full.

### Who We Are

Ock Pop Tok is a Lao based social enterprise working primarily in the field of textiles, handicrafts and design. We are one of the founding members of the Lao Fair Trade Group and practice fair trade in all areas of our business operations. Ock Pop Tok is not an NGO nor supported by international organisations. We are a private business - but we do business in the best way possible. Our mission is to elevate the profile of Lao artisans and Lao textiles, to increase economic opportunities and facilitate creative and educational collaboration in Laos and worldwide.

We have a dynamic working atmosphere and are constantly moving forward to expand our business operations and explore new fields of interest. Working with Ock Pop Tok will provide recent graduates and postgraduates experience in working with a multi-faceted social enterprise working in fair trade, cultural conservation, handicrafts development, women's empowerment and sustainable tourism.

### How to Apply

Send your cover letter and CV to:

Valerie Olla, Head of Sales & Marketing

[valerie@ockpoptok.com](mailto:valerie@ockpoptok.com)