

Note: Click File -> Make a copy to clone this template for yourself. You can see a full write-up of how this role scorecard is used and how it fits into the recruiting process at this page - <https://specialist.ph/hire-graphic-designer>

Graphic Designer Role Scorecard

Role Mission

Drive performance and engagement using visually powerful graphics concepts that convince and convert.

Outcomes

These are the outcomes expected from the Graphic Designer at [Agency Name]

1. Increase monthly graphics engagement by x%
2. Quick and accurate turn-around times
3. Contribute to company documentation and procedures to help them scale

Skills Required

The skills required to help the team member achieve the outcomes above are -

- Strategy
- Graphics
- Creative
- Logic
- Adobe's Design Suite (Photoshop, Illustrator, InDesign)

Competencies

These are the core skills required to accomplish the outcomes required for this role and to be a good company culture match for [Agency Name]

- Organization / Planning
- Strategic Thinking / Visioning
- Attention to Detail

- Openness to criticism and ideas
- Communication
- Teamwork
- Persuasion
- Logical

Additional Notes