



## ABOUT ASILIA

Asilia Africa is one of East Africa’s long-standing safari companies. Meaning ‘genuine’ or ‘authentic’ in Swahili, we’ve built a reputation for incredible safari experiences and our unwavering commitment to empowering both people and nature alike in the region. Founded in 2004, Asilia has a leading presence in the main safari destinations in Tanzania and Kenya as well as a driving role in several pioneering projects. Asilia’s goal is to turn crucial and fragile natural habitats into lasting conservation economies, benefitting both the environment and local communities. At present, the company owns and operates 18 lodges and camps as well as a ground handling operation. Asilia is the first sustainable safari/lodge company in Africa to receive a 5-star rating for sustainability from GIIRS, was recognized as one of the “Best Companies for the World” in 2013 and was awarded the 2014 Tourism for Tomorrow Business Award.

## WHAT WE BELIEVE IN

We believe that world-class travel can go hand in hand with improving livelihoods and conservation of nature. Our luxury camps and lodges are in some of the most special places on earth. Places we want to safeguard for the future. We strive to transform whole areas, from crucial fragile natural habitats with often impoverished communities into lasting conservation economies; effectively protecting wildlife whilst providing opportunities for local people to prosper. Whichever department you work in, your efforts will be crucial in achieving our conservation goal.

### POSITION:

Junior Designer

### LOCATION:

Cape Town, South Africa

### REPORTS TO:

Senior Designer

## POSITION OVERVIEW

Are you a talented and detail-oriented Junior Designer, ready to join our Marketing team?

This role supports the delivery of high-quality, brand-aligned creative across all touchpoints, ensuring consistency and excellence in both print and digital environments.

The successful candidate will work closely with the Senior Designer to execute creative aligned with business objectives, brand standards, and sales-driven marketing strategies within the luxury safari and travel space.

South Africa

Initial



## RESPONSIBILITIES

- Maintain and apply Asilia’s brand identity consistently across all marketing channels.
- Design and adapt creative for integrated campaigns across:
  - Websites
  - Social media
  - Email marketing
  - Print collateral
  - In-camp materials
  - Trade and agent marketing assets
- Assist with the upkeep and updating of existing marketing collateral (internal and external).
- Resize and prepare imagery and artwork for various digital and print platforms.
- Ensure all artwork is production-ready and meets technical specifications.
- Support sales- and lead-driven creative initiatives.
- Stay current with design and advertising trends, particularly within the luxury travel industry
- Apply creative and lateral thinking to deliver effective design solutions.

## REQUIREMENTS

- Relevant tertiary qualification in Graphic Design or related field.
- 3–5 years’ experience in a design or creative role.
- Strong proficiency in Adobe InDesign, Photoshop, Illustrator, and Lightroom.
- Experience in both print and digital design production.
- Strong portfolio demonstrating brand consistency and campaign execution.
- Exceptional attention to detail and organizational skills.
- Calm under pressure and able to manage multiple projects.
- Collaborative team player with a proactive mindset.
- Experience or interest in luxury travel or hospitality is advantageous.



## REQUIRED WORK PRACTICES

- Across all interactions, promote the image of the sales team as a best-in-class externally with our clients and internally with our key stakeholders.
- As a key point of contact and the face of Asilia, upholding and contributing to the reputation of the company as a leading safari operator.
- The Asilia values are company values that play a significant role in how we define ourselves and set ourselves apart. We place a high value on living these values in everyday work practices. These values are genuine, inspired to do good, caring family spirit, teamwork, dedicated to service, consistent quality and going the extra mile
- When staff events happen within working hours it will be compulsory to attend
- Attend all Training & Development programs as required.

## CONDITIONS AND WORKING HOURS

- You will be required to work in the Asilia Cape Town office from Monday – Friday. You are required to work 9 hours per day including an hour lunch break. The working hours are determined according to the team set-up with flexibility.
- Overtime may be required during peak periods for which you will be compensated with time off in lieu.
- You may be required to travel for work from time to time.