



Terms of Reference – Animator

Job Purpose

With communications through digital media increasing in the market, it is essential to have contents created for these mediums to be consumed by the customers through various forms of advertisement. Video and animations for messages and ads has seen greater reach, however outsourcing it is expensive and time consuming and little control over the production. Therefore, we need to have this done internally.

Key Responsibilities

1. Ensure that all publications, videos, explainers, reports and products are produced in line with BoB Brand Guidelines;
2. Implement the Brand Guidelines in all BoB communications products;
3. Deliver creative and innovative ideas for print, electronic, web-based and animated presentations.
4. Design of communication materials for printing and electronic distribution;
5. Improve and edit videos, animations, art-work, photos, charts and other graphic elements;
6. Video-making, animations, layout and design information and communication materials (explainers, videos, banners, posters, booklets, leaflets, books, calendars, bulletins, flyers, cards)
7. Create animations for illustrative purposes such as animations, presentations and more advanced solutions (graphic digitalization, video making, 3D animation)
8. Custom photo & video editing (restoration, noise reduction, tonal adjustment)
9. Deliver creative graphic and technical solutions for use of new media (virtual 3D animation/video-making, illustrations, digital art)
10. Prepare visual presentations by designing art and copy layouts.
11. Prepares work to be accomplished by gathering information and materials.
12. Plans concept by studying information and materials.
13. Develop detailed story board concepts for any project.
14. Illustrates concept by producing draft versions of any video/animation project and designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
15. Obtains approval of concept by submitting rough video/layout for approval.
16. Prepares finished version by operating typesetting, printing, and similar equipment.
17. Prepares final layout by marking and pasting up finished copy and art.
18. Completes projects by coordinating with art services, printers, etc.
19. Maintains technical knowledge by attending design/animation workshops; reviewing professional publications; participating in professional societies.
20. Contributes to team effort by accomplishing related results as needed.
21. Any other duties as may be assigned by the supervisor.



People and Culture Department



Areas of Contribution

Quality design & video/animation for various BoB assignments completed in line with the requirements and within specified deadlines.

Authorities

The position shall not have any decision-making authority and shall execute day to day work in close consultation with the supervisor.

Qualification & Knowledge Required

Qualification: Bachelor of Science, Animation and Visual Effects
Knowledge required: Strong theoretical and practical background in animation, video-making, visual effects and graphic design, including the use of design software such as Adobe Premier Pro, Adobe After Effects, Adobe PhotoShop, Adobe InDesign, Adobe Illustrator, Autodesk Maya, etc. show a clear and mature style of animation/visual effects, video-making and design, demonstrating an understanding of the communication requirements. Fair understanding of new and evolving technologies and digital platforms.

Skills required: Good communication and written skills, team player and to be able to rationalize priorities.

Complexity & Judgement

Based on emerging business plans of the Bank, identify potential customizations/enhancements requirements for animation/visual effects/video-making, design and develop print and electronic media, such as explainer videos, animations, videos, TV graphics/animation, logos, etc.