Job Title: Graphics Designer

Location: Tanzania

Employment Type: Full Time

Why Join Us?

Betika is a leading name in the gaming and betting industry, committed to delivering innovative, engaging experiences to our customers. As a Graphics Designer, you'll be at the heart of our creative engine, crafting visuals that captivate audiences and elevate our brand. You will collaborate with talented teams, push design boundaries, and contribute to exciting projects in a fast paced, dynamic environment where your creativity drives real impact.

Key Responsibilities:

The successful candidate will:

- Develop high-quality visual design assets, including logos, icons, illustrations, and marketing materials, tailored for Betika's gaming and betting products in required formats and templates.
- Collaborate closely with the Creative team at head office, as well as Marketing, Product, and Development teams, to ensure designs align with brand identity and project goals.
- Stay ahead of design trends, tools, and technologies, incorporating them to create effective visuals that communicate key messages and support business objectives.
- Liaise with advertising agencies, external printers, or production teams to ensure high quality output in line with Betika's Brand Identity manual.
- Develop innovative marketing concepts and ideas to promote the brand, ensuring images on social media meet top standards for quality and brand consistency.
- Manage multiple projects and deadlines simultaneously, delivering work that drives business goals.

Work Experience Required:

- A minimum of three (3) years of hands-on experience in a professional graphics designer role.
- Experience working with marketing and product teams to create robust designs that achieve set business goals.

Qualifications & Competencies:

We are looking for a candidate with:

- A bachelor's degree or Diploma in Graphic Design, Creative Arts, or a related field.
- Professional training in Visual Communication, UI/UX, or membership in relevant professional bodies is an advantage.
- Expertise in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, and Figma.
- Strong understanding of typography, color theory, layout design principles, and fundamentals of UI design.
- Excellent communication skills to convey ideas, persuade on design concepts, and present work to internal teams.
- Organizational skills to manage projects and deadlines in a fast-paced environment.
- Creativity to develop unique concepts for digital and print formats, with the ability to interpret feedback and improve iteratively.
- Self-drive, enthusiasm, and a passion for gaming and betting products.
- Ability to work independently and collaboratively, with a dynamic personality effective at engaging audiences.
- Cost and time consciousness, always seeking ways to innovate beyond the status quo.
- A well-rounded portfolio demonstrating client work and understanding of user/client objectives.
- High levels of integrity, honesty, and a commitment to quality.

What We Offer:

Competitive salary and benefits in a supportive, creative workplace.

Opportunities to work on cutting edge gaming projects with access to the latest design tools.

A collaborative culture that values innovation, growth, and work life balance.

How to Apply:

If you have the creativity, skills, and passion to thrive in this role, please submit your application, including your CV, portfolio (demonstrating a strong understanding of client objectives), to https://docs.google.com/forms/d/e/1FAIpQLSenwSk1J1BRjqI2LBwL6CugPs3zEEdyTrtYRyPLeg-aDuwTfg/viewform?usp=header . Applications close on **8th October, 2025.**

Due to the high volume of applications, only shortlisted candidates will be contacted. Should you not hear from us, please consider your application unsuccessful.

Betika is an equal opportunity employer and encourages all qualified candidates to apply. We celebrate diversity and are committed to creating an inclusive environment for all employees.

APPLY HERE