Lestori Books Limited
Unit D, 23/F, Kwai Bo Industrial Building,
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www.lestoribooks.org

Marketing & Communications

You are our “Visual Experience Marketer.” While our core work is making stories accessible to children who may have special needs, are visually impaired, or need extra language support, your job is to make that solution easy to understand and attractive for schools, parents, and publishers. You turn complex educational and accessibility ideas into clear, beautiful visuals and campaigns.

Key Responsibilities

- **Campaign Visuals for Schools & Parents**
  - Design posters, flyers, decks, and one-pagers explaining Lestori’s solutions to teachers, school leaders, and parents (e.g. how our books, audio, and braille support different learners).
  - Create visuals for school events, parent talks, and on-campus booths (backdrops, table displays, QR cards).
- **Publisher & Partner Collateral**
  - Design concise, professional pitch decks and infographics that explain Lestori’s model and impact to publishers and institutional partners.
  - Prepare clean, on-brand templates that the business team can reuse for outreach and negotiations.
- **Digital Content & Social Assets**
  - Create graphics and short motion pieces (if skilled) for social media and email campaigns targeting educators and parents.
  - Adapt complex product features (e.g. text audit, voice recording, audio engineering pipeline) into simple diagrams and visuals for external audiences.
- **Brand & Messaging Support**
  - Work with marketing and partnerships to ensure tone, visuals, and messages are consistent across materials.
  - Help maintain a small “asset library” (icons, illustrations, layouts) that speeds up future campaigns.

The Learning Path

- **Solution Marketing:** Learn how to “translate” an education-tech and accessibility solution into clear value propositions for different stakeholders (schools vs parents vs publishers).
- **B2B & B2C Design:** Gain experience designing for both institutional decision-makers and end-user families.

What We’re Looking For

- **Skills:**
  - Graphic design fundamentals (layout, typography, hierarchy) using tools like Photoshop, Illustrator, or Canva.
  - Ability to simplify complex ideas visually (e.g. explaining our solution in one A5 space).
- **Mindset:**
  - You care about education and inclusion, and you’re curious how design can help busy principals, teachers, and parents quickly “get it.”
  - You’re comfortable iterating based on feedback from non-design stakeholders (operations, sales, education teams).
- **Background:**
  - Graphic Design, Visual Communication, Creative Media
  - Marketing, Advertising, Communications
- **Subjects / Modules:**
  - Visual Communication, Branding, Information Design
  - Marketing Communications, Digital Marketing, Social Media Strategy

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How to apply

Apply online at https://lestori.com/careers or email careers@lestoribooks.org.