

Job Description

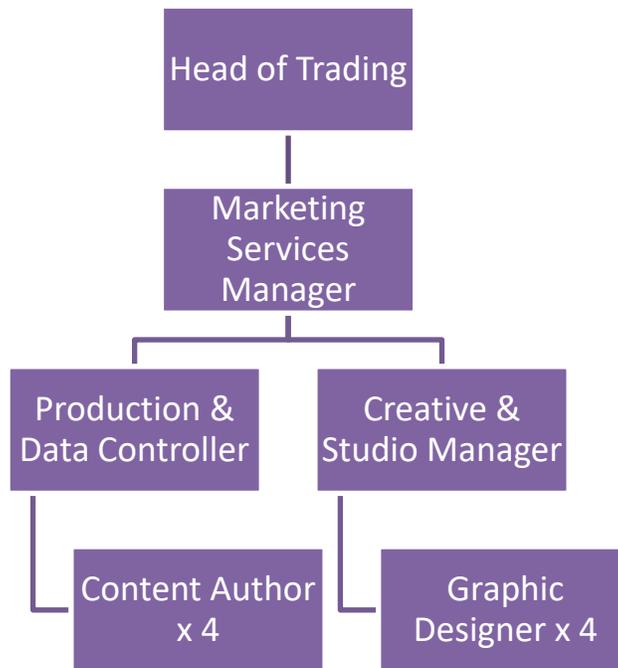


Job Title:	Graphic Designer
Reports to:	Creative and Studio Manager
Grade:	6
Date:	January 2019

1. Job Purpose

To support the Creative and Studio Manager in delivering all aspects of design and creative production from concept through to final artwork in both print and digital mediums of various communication materials formats including the full catalogue suite.

2. Organisational Structure



3. Dimensions

Operational
Supporting and assisting in the design and artwork production of all communications materials. Current production will include approximately 500 separate design projects and 6896 catalogue pages per annum (to be split between the team).

Timelines

To produce all required artwork within very defined and tight timescales to support overall marketing schedules.

4. Principle Accountabilities

- Design and produce catalogue pages;
- Prepares layouts, designs, art work and formats for use in publication and /or exhibition design;
- Layout and scale photos, marking them for proper screen values for print reproduction;
- Maintain a cohesive visual identity and implement branding guidelines;
- Conceptualise and create all the collateral material of the organisation (including brochures, fliers, mailers, catalogues, newsletter template, promotional materials, etc.);
- Design, layout and format marketing and communications materials across the organisation;
- Brainstorming new creative concepts and designs;
- Design and execute a new look and feel across all digital and print material that accurately reflects brand positioning;
- Design and production of printed collateral, e.g. product packaging, promotions, direct mail, advertising, internal collateral, presentations and other print material;
- Design across all digital assets, e.g. website, web applications, advertising, electronic newsletters, banners, social media and other digital media;
- Maintaining an advanced knowledge of software used for creating graphic designs and trends within design;
- Work within the STEP system to aid artwork production through the creation of catalogue pages and other marketing literature;
- To design and create marketing emails, CTAs, Landing Pages etc. across a wide sector range

5. Planning and Organising

- To support the building of the annual plan of creative activity, organisation-wide including working with the overall marketing team and the production schedules.
- To plan workload to achieve defined deadlines.
- To monitor and report on progress to schedules

6. Decision Making

- Define creative style for assigned in-house graphic design and artwork requirements ensuring corporate identity maintained.
- Prioritise workload in line with marketing and production schedules.
- Establish and define best practice software and production platforms to create high quality outputs.
- Propose action necessary to address any quality / production issues to minimise impact.
- Interpretation of design briefings to achieve desired outcomes in relation to communications and financial goals.

7. Internal and External Relationships

- The post holder will need to promote good working relationships across all levels and functions of YPO to support internal and external communications requirements.
- Must be tactful, persuasive and able to negotiate

- Key internal relationships include; Head of Marketing, Creative & Studio Manager, Marketing Services Manager, other graphic designers, Marketing Manager and Campaign Managers
- Relationships include: Design and artwork partners/suppliers and digital medium providers.

8. Knowledge, Skills and Experience

Area	Essential	Desirable	Assessment
Knowledge			
Formal Graphic design qualifications (Minimum Diploma standard)	X		Application Form
Knowledge of design to Print (DTP) processes and business computing applications including; Quark, Illustrator, In-Design, Photoshop and Acrobat	X		Application Form
Knowledge of catalogue production		X	Application Form
Knowledge of print processes and technical creative requirements	X		Application Form/Interview
Knowledge of email marketing and HTML	X		Application Form
Skills			
Effective communication, team working and collaborative skills	X		Application Form/Interview
Attention to detail	X		Application Form
Ability to multi-task	X		Application Form
Ability to work under-pressure	X		Application Form
Experience			
Demonstrable Graphic design experience	X		Application Form

9. Special Features

- Keeps up to date with technological and print process developments including online and digital medium capabilities
- Ability to maintain and evolve in-house systems to support technological advancement

Jobholder Signature:

Manager Signature:

Date: