

Graphic Designer

Job description

Purpose Summary

To provide creative graphic design and production support on a wide range of projects which will include producing digital design and artwork, brochures, website graphics and animation plus copywriting and editing.

The key areas of responsibility for the Graphic Designer include:

- Graphic and Digital Design
- Copywriting and Editing
- Customer Service
- Teamwork
- Knowledge

Principal Responsibilities

Graphic and Digital Design

- To be responsible for providing computer graphics and production support for marketing materials including drawings and photographs for proposals, qualification documents and presentations as well as digital design for the website, thereby reducing turnaround time, especially when compared to agency work.
- To be responsible for all graphics duties such as design, layout, paste up and graphic arts services for appropriate applications and create any associated artwork as required by external agencies and print companies thus improving time to market and reducing overall costs.
- To work with colleagues to define, develop and implement standards for graphics to effect uniform, high quality graphic output in line with the company's formal brand guidelines to ensure consistency of approach and high standards of design.
- To use good judgement and initiative to follow-through with assignments, including checking work for accuracy and ensuring that the highest quality standards are achieved at all times.
- To provide creative input to the marketing team in a professional manner, taking thoughts and ideas and transferring them into the required end product, as well as co-ordinating graphic production activities with other service departments to facilitate the completed project in a timely manner.

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- To file and archive all graphic material used in the preparation of sales and marketing efforts to ensure configuration control and accessibility / traceability of electronically filed artwork in order to ensure a reusable cost effective graphics library.

Copywriting and Editing

- To be able to support and assist with copywriting for brochures, direct mail, emails and marketing materials as required to facilitate urgent response and turnaround in a competitive marketplace.
- To edit and manage the digital content on the website and associated microsites including banner advertising, online collateral and Adwords to enable Causeway to continuously lead in the web arena as compared to its peers.

Customer Service

- To provide professional and effective services to internal and / or external customers, to meet customer expectations, particularly in terms of Quality and Timeliness in line with departmental standards, procedures and guidelines.
- To communicate courteously with internal and / or external customers by telephone, email and fact to face, building positive relationships, investigating, responding to and progressing issues and queries to a successful conclusion at the earliest time.
- To speak positively and enthusiastically about the company and its products and services to ensure that a professional company and brand image is provided at all times to customers and colleagues.

Teamwork

- To work as part of a team to achieve the departmental standards.
- To work together with other departments and divisions within the organisation to identify any process improvements and improve standards, efficiency and profitability.

Knowledge

- To ensure that a good level of understanding and knowledge of organisations products and services, which is improved and maintained at all times, ensuring that customer queries can be dealt with accurately and appropriately and supported by the department.
- To take responsibility for own personal development in line with agreed annual performance objectives.
- To be willing to listen to and support colleagues and team members with professional problems, devoting time to impart expertise, infusing confidence and expressing positive expectations regarding the team's and company's performance.
- Such other duties as the management may from time to time reasonably require.

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Reporting

Department: Marketing

Location: Bourne End

Reports to: Chief Marketing Officer

Responsible for: N/A

Key Interfaces

Liaising with internal departments, primarily the Sales and Marketing departments. Dealing with internal and external customers and third party suppliers.

Dimensions / Budgets

The department consists of Marketing Professionals, based at Head Office, Bourne End.

Knowledge, Experience and Qualifications

Essential Skills

Proven experience in graphic design and online design

Good experience and understanding of customer and market dynamics and requirements

Understanding of the principles of design for digital communication

You will have an excellent portfolio that demonstrates a modern, crisp and professional approach to branding, design and print media

(Web development, Dreamweaver skills or knowledge of Flash would be a bonus but not essential.)

Competencies Required

Positive work ethic with a passion for design and a willingness to engage with and love our brand

Excellent communication skills

Good project management skills, planning and organisational skills with good attention to detail

Good time management with the ability to manage project timescales and deadlines.

Good relationship management skills

Good team player

Creative flair and enthusiasm for new ideas and concepts

Good commercial awareness and understanding

Confident, passionate and enthusiastic attitude

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Strong writing and editing skills

Drive and enthusiasm with the ability to manage and co-ordinate multiple projects

Self motivated with lots of initiative and creativity

Qualification

Preferably educated to degree level or equivalent (Graphic Design / Business / English preferred)

Familiarity with design concepts and graphic packages, proficient in the use of Adobe Illustrator, Photoshop and InDesign (CS4)

Experienced and proficient in the use of Word, Excel and Powerpoint

Ability to prepare for and oversee the production of materials.

Expertise in Digital marketing.

This job description describes the principal purpose and main elements of the job. It is a guide to the nature and main duties of the job as they exist currently, but it is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment.