



Senior Graphic Designer JOB DESCRIPTION

JOB TITLE: Senior Graphic Designer
DEPARTMENT: Marketing
REPORTS TO: Creative Services Manager

SUMMARY: To conceptualize, design and execute creative solutions that consistently and clearly communicate the company's brand identity, positioning and messaging through all brand touch points (including print, TV, radio, website, email, social media, retail, events, B2B and B2C marketing collateral, internal marketing and packaging, etc.), and effectively communicate the strategic intent for each tactic. This strategic, conceptual thinker will have a wide range of design capabilities and experience, with a solid background in visual communications, commercial art, print, digital, photography, video, branding and typography.

DUTIES AND RESPONSIBILITIES:

- Responsible for art direction and graphic design, seeing all projects through from concept, design, production, completion and delivery.
- Work closely and collaboratively with the Marketing team on all creative projects. Personally work on graphic development. Follow the company's brand identity standards and guidelines.
- Interact with Copywriter to develop creative concepts and executions.
- Work closely with Marketing Coordinator to keep all projects on track.
- Interprets company needs and develops concepts to suit specific guidelines while working within budget constraints. Provide accurate time and cost estimates for each tactic.
- Presents design work at various stages to stakeholders for review and final approval.
- Supports the Marketing, Retail, Corporate, Wholesale and E-commerce teams in creating sales materials. Advise stakeholders on all technical visual recommendations and/or issues.
- Assist in the education and development of Graphic Designer.
- Interfaces with printers and various external vendors. Attends press checks and participates in photo shoots as needed.
- Completion of other tasks and duties as assigned.

JOB REQUIREMENTS:

- Possess solid understanding of consumer behaviors and market dynamics of the retail industry in an omni-channel world.
- Possess solid presentation, listening and communication skills. Able to work quickly and efficiently.
- Strong organization and problem solving skills with the ability to manage and execute multiple projects.
- Solution oriented, hard worker who is passionate about visual design and marketing.
- Proactive, with the ability to work well independently and as a team.
- Professional, positive attitude with a strong work ethic and willingness to observe and learn.
- Takes direction well and be able to excel in a highly collaborative work environment.
- Ensure all work consistently meets established brand standards and guidelines.

EDUCATION/SKILLS:

- Bachelor's degree in graphic design, advertising or related discipline.
- 10+ years of experience in branding, print and web design, working within an in-house creative department or other creative team environment.
- Omni-channel retail experience strongly preferred.
- Mastered composition techniques (multiple elements and interactive pieces) in producing polished final pieces.
- Comprehensive photo-retouching and image development skills.
- Demonstrated complete understanding of:
 - Color theory and color relationships.
 - Typographic terms that identify type forms and the specifications required to refer to typographic settings.
 - Perspective and space relationships.
 - Page composition and grid structures.
 - Print production process and knowledge of production techniques.
 - Photography and the photographic process.
 - Web page and e-blast layout design and production.
 - Have a strong portfolio ready for review upon request.
- Demonstrated ability to:
 - Communicate thorough knowledge of online and retail marketing.
 - Provide effective direction at photo shoots.
 - Effectively check and approve work on press.
 - Effectively collect electronic materials for output.
 - Effectively handle multiple assignments at one time.
- Manage challenging situations and difficult stakeholders.
- Be able to effectively oversee the work of freelancers and designers to achieve desirable outcomes.
- Mac platform, expert in Adobe Creative Suite with experience in Microsoft Office Suite. Experience in Dreamweaver and Flash beneficial, but not required.

PHYSICAL DEMANDS:

- Able to sit or stand and walk throughout the scheduled work shift
- Able to lift and/or move up to 25 lbs.