

JOB DESCRIPTION

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| Position: | Graphic Designer |
| Department: | Marketing |
| Reports to: | Group General Manager - Marketing |
| Direct Reports: | Nil |
| Internal Relationship: | Marketing |

Purpose:

To deliver professional artwork within the Reckon group brand guidelines.

Responsibilities:

- Design, layout and format marketing and communications materials across the organisation
- Maintaining the highest standards in graphic design and producing cutting edge creative content, for both print and digital, that accurately represents the expectations of the business.
- Brainstorming new creative concepts and designs
- Design and execute a new look and feel across all digital and print material that accurately reflects new brand positioning.
- Design and production of printed collateral, e.g. product packaging, promotions, outdoor media, direct mail, advertising, direct mail, point of sale, internal collateral, presentations and other print material
- Design across all digital assets, eg 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.
- Development and maintenance of print and digital design styleguide.

Competencies and Experience:

- Strong skills in Adobe CS5 Suite (Indesign, Photoshop, Illustrator, Adobe Acrobat) - PC platform