

## JOB DESCRIPTION

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