

JOB DESCRIPTION

POSITION : Graphic Designer
REPORTS TO : Creative Director
LOCATION : Invercargill

PRIMARY OBJECTIVE	
	To liaise with clients and provide digital and print design services of a high quality that is highly innovative, that engages the intended audience and is within budget.
PERSONAL QUALITIES AND QUALIFICATIONS	
Experience/Knowledge	<ul style="list-style-type: none"> • Hold a recognised tertiary or professional qualification in graphic design or visual communication • Having work experience within the creative industry is preferable but not essential • Photographic and video production experience would be an advantage • Strong customer service ethic with a capability of liaising with a variety of customers • Strong ability to co-ordinate and effectively plan production and distribution of high quality corporate publications and digital projects within timeframes • Excellent grasp of the English language including punctuation • A knowledge of social media and design trends • Be proficient across the full Adobe Creative Suite (in particular InDesign, Photoshop, Illustrator, Acrobat) and Microsoft Office
Specific Skills	<ul style="list-style-type: none"> • Be astute • Highly creative • Quick learner • Confidentiality • Very organised • Good communicator • Flexible • Accurate and attention to detail • Team player • Time management • Ability to assess priorities
Personal Qualities	<ul style="list-style-type: none"> • Ability to use initiative and be intuitive • Confidence • Ability to work without supervision • Professionalism in all elements of work • Forward thinking • Flexible and be able to think on your feet and adapt quickly • Enjoy networking

KEY ACCOUNTABILITIES

	<ol style="list-style-type: none"> 1 To liaise and manage client projects and participate in the creative briefing and review of projects with the Creative Director and clients in a professional manner. 2 To develop concepts, graphics and layouts for product illustrations, company logos and websites that meet client requirements. 3 To project manage web site development and social media platform designs and from time-to-time manage social media messaging for clients including boosting and advertising on social platforms. 4 Liaise with other graphic designers, printers, distribution houses and writers and advisors in the production of high quality public information material in a professional manner. 5 Ability to write copy, edit and proof read all types of material. 6 Promote AD Design services and brand. 7 Provide design services and support to the Creative Director. 8 Liaise with the Office Manager in a professional and timely manner. 9 To provide an effective and efficient filing of graphic files, correspondence and email. 10 To meet Health and Safety requirements of the business.
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PERFORMANCE OBJECTIVES

	<ol style="list-style-type: none"> 1.1 Provide an accurate interpretation of client requirements. 1.2 Manage, priorities and execute multiple projects at once under tight deadlines. 1.3 Listen, discuss and develop ideas in a professional manner while being open to feedback and be willing to make changes to your design. 1.4 Ensure that all information and design material is available for discussion and review. 1.5 Be able to justify and provide the reasons and concepts behind your designs. 1.6 Ensure that input is professional and appropriate. 1.7 Be able to present your concepts and strategies meeting the requirements of the intended audience and within client budget.
	<ol style="list-style-type: none"> 2.1 Design solutions are of a high visual impact. 2.2 Creative design solutions adhere to brand guidelines and philosophies.
	<ol style="list-style-type: none"> 3.1 Website design is innovative, easy to navigate and visually appealing. 3.2 A good understanding of Facebook, Twitter, Instagram and Google Adwords. 3.3 Manage social media both company and client, in a timely and appropriate manner.
	<ol style="list-style-type: none"> 4.1 Communication and engagement with graphic designers, printers, distribution houses, writers and advisors in a professional and appropriate manner at all times while delivering the materials in the appropriate formats.

PERFORMANCE OBJECTIVES *continued*

	5.1 Copy-writing and proof reading is accurate and in an appropriate style for the intended audience.
	6.1 Assist with keeping the A D Design website and marketing material up to date and ensure that they comply with company policy.
	7.1 Assist the Creative Director with design from time-to-time.
	8.1 Provide appropriate information to Office Manager to enable scheduling of client and Creative Director meetings in a timely manner.
	8.2 Attend and contribute effectively to scheduled team meetings as and when appropriate.
	8.3 Provide timesheets to the Office Manager in a timely manner.
	8.4 Assist the Office Manager and Creative Director with information to enable emails to be completed in an appropriate and timely manner.
	9.1 Maintain graphic files in an appropriate format and complete regular backup process as per the business policy.
	9.2 Ensure that emails are filed and backed up appropriately.
	10.1 Attend Health and Safety meetings as and when required and follow procedures as according to our health and safety policy.
DELEGATIONS	
	Make decisions within the authority delegated by the Creative Director.
RELATIONSHIPS	
	<div> External <ul style="list-style-type: none"> • Clients • Digital Providers • Print Providers • Photographers • Videographers </div> <div> Internal <ul style="list-style-type: none"> • Creative Director • Office Manager </div>