

# POSITION: **Graphic Designer**

REPORTS TO: **CCS Manager**

DATE: **11-20-17**



## **POSITION OVERVIEW:**

The Graphic Designer position is responsible for creating visual concepts to communicate ideas that inspire, inform and captivate consumers. This position will be responsible for creating advertisements, brochures, sales tools and both print and digital mailings, among other design-related tasks. This full-time position will collaborate with other team members and clients to provide engaging print-based and digital marketing materials.

## **SKILL REQUIREMENTS:**

- Bachelor's degree in Graphic Design or related field; a combination of education and experience may be considered
- Experience in time management and project workflow prioritization in a deadline driven production environment
- Strong understanding of traditional design and print production capabilities
- Excellent graphic design, oral communication, time management and organizational skills
- Professional working knowledge of Adobe Creative Suite / Creative Cloud (InDesign, Illustrator, and Photoshop)
- Ability to think creatively and bring concepts to life through excellent graphic execution
- Knowledge of current trends and techniques in the visual arts
- Detail Oriented: Completes and maintains high level of accuracy of even the smallest aspects of assigned tasks
- Ability to engage in a continuous learning process by focusing on top-priority learning objectives; reflects on both successful and unsuccessful experiences; learns from others' feedback and ideas and transfers learning into next steps.
- Creativity and innovation driven; motivating others to create change and growth from outside of the box thinking
- Ability to work effectively under pressure in a fast paced, rapidly changing environment
- Self-driven and proactive
- Ability to work effectively in a team environment

## **RESPONSIBILITIES:**

- Acts as a Continental Girbau Inc. brand advocate, actively supporting branding efforts and working to achieve consistency of messaging, consistency of look and infusing brand into the organization.
- Ensure continuity, look-and-feel and adherence to branding standards in customers visual communications
- Provides visual communication support to the clients of Continental Creative Services (CCS), a division of Continental Girbau Inc. Working as a team member of CCS, this position is responsible for developing and executing creative campaigns to fit with a customers specified budget through the following activities:
  - Printed direct mail and e-mail campaigns (from concept to completion, including design, printing & mailing)
  - Photo prep and editing for both print and digital platforms
  - Advertisement design and placement within specified trades
  - Brochure design and printing
  - Other print collateral
  - Develop unique content for campaigns
  - Manages creative project workflow, prioritizing projects based on client needs and deadlines, making recommendations to use external resources and providing reports to monitor and manage performance (when applicable).
  - Communicate with vendors for estimating projects and deadlines
  - Works closely with clients to define their needs and to develop design/creative solutions
- Provides visual communication support to the business units and brands of Continental Girbau Inc. Working as a team member of the Continental Girbau Marketing department, this position is responsible for developing and executing corporate communication in the style and spirit of the brand using a mix of creative skills and commercial awareness through the following activities:
  - Printed direct mail and e-mail campaigns (from concept to completion, including design, printing & mailing)
  - Layout and design of printed materials
- Determine size and arrangement of illustrative material based upon available space, knowledge of layout principles and aesthetic design concepts
- Keeps abreast of developments and trends in design and design software applications making suggestions for use and implementation of new technology
- Maintains a strong working relationship with our team of printers, copywriters, photographers, other designers, website designers and other specialists
- Time management to accommodate and meet tight deadlines in a production-driven environment
- All other duties as assigned
- Strict confidentiality on all matters

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

I, \_\_\_\_\_, have read and understand the above. I concur that these are the duties I perform for my position on a routine basis.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date



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SOLUTIONS

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