

JOB DESCRIPTION



Job Title: Graphic Designer	Location: Hunmanby, North Yorkshire
Department: Marketing	Contract: <i>Permanent – Full Time</i>
Reports To: Senior Graphic Designer	Direct Reports: N/A

1.0 Job Summary & Role

At DSE, we see graphic design as a hugely important tool in engaging, inspiring, and informing our target audiences about the outstanding products and services available to them. We are looking for a talented graphic designer who can take concepts and ideas and turn them into stunning visual representations across multiple media formats.

The successful candidate will have expert knowledge of Adobe Creative Suite software and be skilled at all stages of the design process, from concept to delivery. Collaborating with multiple teams and stakeholders across the business, the successful candidate must be able to take verbal or written ideas and convert them into designs that always connect with the right audiences. A thorough understanding of branding and marketing within a B2B environment and having the ability to deliver the right style and layout for every project is key to this role.

Key Role Objectives:

- Work across multiple projects and media, using various software programs to visualise and develop outstanding graphic designs that meet business goals.
- Work independently and as part of the marketing team to meet deadlines, stay within agreed budgets and schedule projects based on workload.
- Obtain relevant input from managers to ensure that designs meet organisational standards and brand expectations and always represent the company accurately.
- Evaluate existing processes and create solutions that will improve the departments design capabilities.
- Update and maintain internal databases for designs, photography, and video.

2.0 Key Responsibilities & Main Duties

- Study design briefs and determine project requirements.
- Conceptualize visuals, prepare rough drafts, and present ideas.
- Manage dedicated marketing design projects and tasks.
- Work alongside DSE marketing experts and collaborate on projects with external design agencies where required.
- Creation of advertisements and product literature.
- Manage and maintain image libraries for both internal and external use.
- Assist with the development and day to day management of the company website.
- Develop product packaging design ideas.
- Assist with exhibition stand design and organisation.



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- Liaise with production, technical support, and other relevant managers/colleagues to achieve objectives.
- Proof reading and preparing designs for print/release.
- Presenting design options and concepts.
- Work as part of a team with internal team members and external printers, copywriters, photographers, stylists, illustrators, and web developers where applicable.
- Creation of graphics and icons for DSE display products and manage an internal icon/image library.
- Additional design tasks as required.

3.0 Internal & External Relationships

The graphic designer will work closely with the senior graphic designer and marketing coordinator. They will need to establish strong working relationships with various other stakeholders throughout the business. The ability to create excellent communication across, multiple departments will be key to ensuring internal and external design projects can be managed effectively and delivered on time.

Externally the graphic designer will need to establish strong working relationships with customers and distributors to provide support where required and build good relationships with multiple supply partners to ensure traditional and digital projects can be delivered to a high standard and within timeframes acceptable to the business.

4.0 Key Performance Indicators

- Performance and delivery against set projects and tasks.
- Ability to grasp design needs and provide conceptual solutions.
- Development of product, market, and customer knowledge.
- Confidence to present ideas and explain ideas to colleagues, customers, and external partners.
- Consistent effective contributions to all marketing processes and activities, ensuring continuous improvements to the high-quality marketing material provided to our customers.
- Optimise use of working time through effective time management and communications.
- Management of graphic design projects from conception to delivery.
- Keeping up to date with design industry developments.

5.0 Essential/Desirable Factors

Knowledge	
Essential: <ul style="list-style-type: none">• 3+ years of experience with design software, including Illustrator, InDesign, Photoshop, and Premiere Pro.	Desirable: <ul style="list-style-type: none">• Designing for websites/apps.• Basic knowledge of CSS3, HTML5 and JavaScript.• Experience of designing for social media platforms
Skills & Attributes	
Essential: <ul style="list-style-type: none">• Exceptional creativity and innovative design skills.• Excellent communication &	Desirable: <ul style="list-style-type: none">• Experience of working with external agencies, exhibition contractors and printers.



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<p>presentation skills.</p> <ul style="list-style-type: none"> • Strong organisational & time management skills for meeting deadlines in a fast-paced environment. • Passionate about building skill set through training. • Photography experience and ability to edit to a high level. 	<ul style="list-style-type: none"> • Experience of working as part of a team.
Experience	
<p>Essential:</p> <ul style="list-style-type: none"> • 3+ years' experience in a graphic design role. 	<p>Desirable:</p> <ul style="list-style-type: none"> • Basic understanding of electronic products. • Previous experience of designing within a B2B environment.
Qualifications	
<p>Essential:</p> <ul style="list-style-type: none"> • A-Levels or equivalent design related qualification. • Minimum 5 GCSES including Maths & English. 	<p>Desirable:</p> <ul style="list-style-type: none"> • Bachelor's degree (or equivalent) in graphic design, art, or related discipline.

Created by	Dated Created
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