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| **Job Title:** | Midweight Designer  |  | **Department/Location:** | Design Studio / Bristol |
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| **Reports To:** | Design Manager |  | **People Responsibility:**  | 0 |
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| **Overview** |
| As a key member of a highly capable and energetic design team, you will support the Route to Market (RTM) brand team, working closely with the Design Manager, marketing, e-commerce, events and content teams, as well as a broader mix of stakeholders within the business who utilise the services of the team. You’ll apply your design skills and creativity to provide innovative solutions across both digital and print for the Route to Market brands and our wide-reaching hospitality customers.Briefs will include but are not limited to: digital design, brand collateral, event material, menu design, POS, catalogues, emails and website resources. You must be a self-starter, able to work independently and manage your own time.We are looking for someone with a fantastic portfolio of ideas, brilliantly executed across both digital and print. A strong layout, typography, and illustration skills are a must (and if you're comfortable with a camera it would be an advantage too). Video animation and editing skills will be highly appreciated. You will need to be flexible in your approach, with the ability to work quickly on a wide variety of briefs, while maintaining a very high standard of work. Excellent communication skills will ensure that all customer relationships (both internal and external) are handled appropriately.This is a full-time role requiring two days per week in the Bristol office, with the opportunity to work the remaining three daysfrom home. |
| **Responsibilities** |
| * Producing outstanding, innovative, visually stunning creative that showcases our brands, with the ultimate aim of driving sales of our drinks range
* Confident in introducing new and innovative creative ideas, rethinking approach and ensuring Matthew Clark and Tennent’s Direct brands stand out from the competition
* Creative support and artwork production (digital & print) for group projects including; web, social, event collateral, Matthew Clark and Tennent’s Direct regular publications, seasonal promos, market reports and drinks lists
* Acting as an internal resource to answer and advise on design/artwork related issues
* Ownership of projects, responsible for interpreting, discussing and agreeing the brief with the Design Manager
* Working to a variety of deadlines with the ability to multitask and manage workloads
* Clear communication with all stakeholders, both internal and external, managing stakeholder expectations, keeping to all deadlines and ensuring expectations are met and often exceeded
* Attend weekly design meetings & brainstorms with the Design team
* Accurate recording of work time for invoicing and cross charging purposes
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| **KPIs** |
| * Quality, speed and accuracy of work
* Adhering to budgetary requirements
* Consistent and positive feedback from stakeholders
* Implement design coherence and excellence across the Design Studio promotional materials and outputs
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| **Key Relationships** |
| * Design Studio Manager and the wider Design team
* Account Managers and other key stakeholders
* Route to Market Marketing team
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| **Employee Profile** |
| * A highly creative designer with demonstrable creative flair, excellent attention to detail, with a positive attitude and a strong work ethic.
* Demonstrable professional experience of managing the design process from concept through to delivery, including managing clients’ (internal and external) expectations
* Quick – able to produce brilliant design work, often under pressure, with the ability to manage constantly changing priorities with enthusiasm and professionalism
* Strong typographic and editorial design skills as well as high level of production knowledge
* Passionate about good design and always on the look for new inspiration
* A creative thinker - able to find innovative solutions to challenges
* Able to work to tight deadlines and ensure work is on brand and on budget
* Takes great pride in their work
* A team player who enjoys sharing success with others
* Solution focused, proactive & resilient
* ‘Can do’ approach to work and a team player
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| **Experience / Qualifications** |
| * Degree (or equivalent) in Graphic design
* Minimum of 3 years’ experience in an in-house studio or agency environment
* Strong Mac literacy skills and an excellent knowledge of Adobe Creative Cloud(InDesign, Photoshop, Illustrator, After Effects, Premier Pro, Figma & Acrobat)
* Proficient using paragraph styles within Adobe InDesign
* End to end project planning and delivery: from initial briefs and developing ideas/concepts/layouts, through to supplying final press-ready artwork
* Typography/Editorial design
* Illustration/ data visualisation
* Excellent attention to detail and great layout skills
* Working knowledge of Microsoft Office programmes
* Ability to multitask and very organised
* Team player
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