



## Graphic Designer

**Reporting to:** Graphic Design Manager

### Position Overview

The Graphic Designer is a key pillar in a rapidly evolving marketing team and will be responsible for injecting creative flair into our assets ranging from packaging to point of purchase, improving the visual appeal and polish of our branding across print and digital.

This role is designed to have a real impact by taking responsibility for ensuring all content follows Company of Animals brand guidelines and is consistent across all channels and assets. The graphic designer will consistently innovate our brand presence and be a stakeholder in the successful delivery of the Marketing team's objectives.

### Job Responsibilities:

Key areas of accountability are:

- Produce highly engaging and aspirational creative work that consistently communicates our brand values to our customers. This will include:
  - Designs and update for packaging across the range
  - Marketing collateral including consumer and trade adverts
  - Point of purchase visuals and displays
  - Online content for our website including homepage updates and editorial content
  - Effective and shareable creative designs for social media marketing material to inspire our customers and help to grow our social channels.
- Inspire internal and external stakeholders' ensuring that our purpose and spirit comes across in all our creative, so our customers feel a connection to our brands, regardless of how they chose to engage with us
  - Contribute and/or lead idea-generating sessions
  - Support and steer content creation
- Keep our asset and design creation fresh and evolving, maintaining our global assets library
  - Act as the guarding of our graphic assets library setting up a simple storage and maintenance system, making it easy for the marketing team to access and navigate and keeping it always up to date
  - Drive and maintain style guides, ensuring that they are adhered to
- Support marketing and sales team creating collateral content for selling in presentation and pitches

### Key Competencies

- Minimum of 5 years in creative studio environments using Apple Macs.
- Expert knowledge in Adobe Photoshop, Illustrator and InDesign.
- Experience working creatively with PowerPoint (Mac/PC) and Keynote.
- Shows a great attention to detail and have an excellent eye for typography.
- Experience in consumer design, packaging, corporate design and information graphics for print and a strong digital focus.
- Ability to work on several projects at the time and deliver against deadlines.



- Confidence in articulating ideas and pitching solutions to senior managers.
- Stakeholder management experience.
- The experience and professionalism to remain calm under pressure.
- Excellent written and communication skills.
- Working knowledge of HTML, After Effects, Cinema 4D, video editing as well as planogram software would be advantageous.
- Car Owner.
- Have a love of animals.