

## **Job Description: Graphic Designer**

**Title:** Graphic Designer

**Reporting to:** Senior Designer

**Overall Purpose:** A hands-on designer, responsible for developing original ideas and concepts - designing and producing high quality creative solutions within agreed project parameters, (i.e. budget and time), to their successful completion. Critical to the success of this job is to be a team player, have strong communication and client facing skills, and the ability to use initiative, in addition to the appropriate technical design skills. As a designer for Feelingpeaky, you should be efficient, proactive, a team player with a flair for design and an eye for detail.

### **Main Duties:**

To design and produce high quality, creative solutions to client briefs ensuring that you:

- Take responsibility for providing creative insight and continually drive improved client and company performance
- Manage your time and resources to fit within agreed project scope and timelines
- Analyse briefs to fully understand and absorb key information
- Be a team player and manage expectations with integrity and diplomacy

### **Creative leadership:**

- Understand how businesses maximise their potential by visual media and develop Feelingpeaky's thinking and practice in this area
- Take a user-focused approach to design, understanding both the limitations and the potential of the media
- Take responsibility for your remit within a project, in terms of design integrity, deadlines and keeping within budgets. Foresee any issues, ask questions and act appropriately. Manage team expectations proactively
- Take part in internal project reviews and help to ensure lessons learned are captured and actioned
- Have an understanding of our clients, their brands and the market sector
- Practice skills in order to present work both internally and externally in an articulate and confident way appropriate to Feelingpeaky

## **Creative design and implementation**

- Demonstrate the ability to absorb information and analyse a brief as part of a team in order to produce solid creative solutions to conceptual briefs and strong graphic design solutions to design briefs within budgetary/timing constraints
- Proficiently use design programs such as Illustrator, InDesign, Photoshop and Flash
- Work with a wide range of media and demonstrate an awareness of usability issues presented by different media types
- Proofread to produce accurate and high-quality work
- Keep abreast of developments in design, particularly design programmes such as Illustrator, InDesign and Photoshop; Design trends – offline and online
- Manage more than one design brief at a time, allocating the relevant amount of time according to the value of the job
- Good housekeeping with organising working folders
- Demonstrate a basic commercial understanding, including cost implications of different routes, time scales required for different types of work and plan time accordingly

## **External and internal liaison**

- Contribute where necessary to the accurate costing and scheduling of projects
- Assist the project manager to present design approach and concepts at client presentations
- Liaise closely with the project manager at all key design stages to ensure clear understanding of the client's needs and reinforce their complete confidence in Feelingpeaky
- Enjoy the role of introducing fresh and up-to-date ideas on graphic design into the company and developing Feelingpeaky Ltd.'s overall approach to design
- Clearly brief other members of the project team including producing comprehensive 'hand-over' material where appropriate;
- Liaise with suppliers and manage the quality and timely delivery of outsourced projects

## **Team**

- Contribute at all times to the spirit and ethos of the company
- Demonstrate loyalty to Feelingpeaky by supporting management decisions

- Comply with company policy on administrative tasks such as completion of holiday and expense forms, timesheets, appraisal forms and filing on the server etc.
- Gain respect from other staff by being reliable, hard-working, helpful and enthusiastic and take responsibility for your role and contribution to the business
- Demonstrate a professional attitude in all aspects of work – timekeeping, honesty, reliability, flexibility, dealing with colleagues and clients at any level

### **Basic Requirements**

- Must be passionate about design and technology
- Think originally, laterally and creatively and add constructively to the discussion of briefs and in brainstorming
- Be able to display enthusiasm, passion, expertise and confidence when presenting concepts, both internally and externally
- A self-starter, able to work under pressure and manage your time, delivering to agreed timescales
- A good team worker, able to work in a dynamic team environment with a collaborative approach
- Precise and high attention to detail
- Motivated and keen to learn
- Drive and commitment to achieve the highest possible standard of design