

## Role description

Position title	Graphic Designer
Reporting to	TBC
Department	Marketing
Location	Camberley, UK

## What's the job?

We are looking for a highly creative and passionate designer who has experience working across a range of media and channels demonstrating versatility, creativity and strong conceptual skills.

This role sits within the Marketing department and will be responsible for ensuring the Jagermeister brand is represented in the best possible way in all types of media. The person will be responsible for all aspects of design and visual output across the company.

Creative brief requests will initiate from internal Sales and Marketing colleagues to external consumer and trade agencies. This broad scope means that we require a wide range of output, from individual artwork requests to more major campaigns across various media including digital, print, events, experiential and filmed content.

## Scope of Job

### Main Tasks, Duties and Responsibilities :

Ability to design external marketing materials such as presentations, promotional emails, flyers, brochures and exhibition materials

Ability to produce drawings / artwork to the technical specification required to originate POS and branded item development – may be required for prototype development

Have ability to generate cool content suitable for on-line presence, internally and with our customers, static and moving image, consistent with the brand positioning

The production of eye catching and impactful trade brochure artwork and trade magazine advertising and imagery

Have creative flair with photographic and video production capability, ensuring we have imagery required to show the brand in a premium light, envied by our competitors

Have the ability to work with our sales managers to design and develop tailored materials, e.g menus, posters, presenters that create impact in venue and help us get noticed and stand out from the competition

**NO.2 WATERHOUSE SQUARE, 140 HOLBORN, LONDON EC1N 2AE**

E: LONDON@WEAREFRUKT.COM T: +44 (0)20 7751 2900 [WWW.WEAREFRUKT.COM](http://WWW.WEAREFRUKT.COM)

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- 7. Have the ability to create graphics and imagery to ensure our internal and external communication & training platforms are best in class
- 8. Be able to art-direct and capture creative photography that exhibits the items in our online Jager shop in the best way possible
- 9. Improve the look and finish of internal / external presentations when they are required to a high specification e.g in preparation for conferences or senior customer presentations

## Knowledge

**Key Skills Required for the Role**

- A high level of computer literacy with InDesign, Photoshop, Illustrator, Microsoft Office and Acrobat
- A good understanding of marketing / comms hierarchy & design for a range of channels
- Print and production experience, digital, artworking skills and retouching capabilities
- Photographic and moving image capability
- Awareness of the latest styles & techniques
- Superb attention to detail
- Excellent communication skills
- An ability to see projects from brief through to completion

**Key Competencies**

- Passionate about design with a creative eye
- Entrepreneurial outlook, keen to embrace new technologies
- Customer / Client focused, with ability to adopt self-motivated, methodical approach to work
- Digital / social media environment understanding
- Superb attention to detail
- Agency management experience

**Qualifications & Experience preferred for the Role**

1. 3+ years in a similar design/creative role
2. Suitable technical qualification
3. Knowledge of the music scene
4. Working within brand guidelines and tight timescales

The Organisation reserves the right to amend this Job Description as necessary, after consultation with the postholder, to reflect changes in the job or services provided, without altering the general character of the post or level of responsibility.

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