



JOB DESCRIPTION

Job Title	Junior Graphic Designer
Department	Marketing
Reporting to/Lead	Branding Designer
Location	Park Royal, London

Overview of role

The primary role of the Junior Graphic Designer is to support the sales team to design and maintain a wide range of wine-related Point of Sale (POS) material for customers with the help of the Lead Branding Designer.

The primary responsibility is in designing and managing wine lists, menus and other POS, including new lists and amendments. Designs need to be tailored to the outlet type, consumer friendly, designed to maximise customer return on the wine and spirits categories and compliant with current alcohol legislation/trade guidelines. The Junior Graphic Designer will be responsible for laying out pages, reworking text, performing colour corrections and managing in-house or outsourced printing. The Junior Graphic Designer must liaise with sales account managers to collate customer feedback and amend menus with future changes.

The role will also involve supporting the Lead Branding Designer and the Marketing team with projects across all channels and all departments.

This would be an ideal role for someone early in their creative career who wants to learn to apply their technical skills within a fast-paced commercial environment.

Other duties & responsibilities

- Arrange preparation and dispatch of POS material (advertising material/tent cards) to customers as requested by the Sales teams
- Track spend on drinks lists and match up invoices from orders placed
- Support the use of corporate guidelines ensuring they are followed across all media
- Support the Marketing team throughout the execution of campaigns, projects and presentations
- Liaise effectively with account managers and other internal stakeholders
- Offer input to creative meetings and sharing ideas
- Produce attractive and effective designs for all media
- Shoot, retouch and handle images of company products, including bottle shots and lifestyle images for use on e-commerce channels and social media
- Assist in set design, lighting and directing in-house video content; assist in compiling content briefs for externally recorded video, and edit provided video to corporate requirements



Person Specification

	<i>Essential</i>	<i>Desirable</i>
Qualifications/ Training	<ul style="list-style-type: none">• GCSE in Maths and English• Graphic Design, Photography or Art qualification• Interest in wine & spirits	<ul style="list-style-type: none">• Degree in Graphic Design• WSET Level 2 qualification or equivalent
Knowledge/ Experience	<ul style="list-style-type: none">• Design skills	<ul style="list-style-type: none">• Can design across print, web, email etc.• Experience of working in hospitality
Skills/ Abilities	<p>Behavioural</p> <ul style="list-style-type: none">• Strong communication skills• Collaborative, strong team player• High level of accuracy• Good attention to detail• Shows initiative and is proactive• A quick learner and works at pace <p>Functional</p> <ul style="list-style-type: none">• Proficient in Adobe Creative Suite; InDesign, Photoshop & Illustrator• Good level of skills in MS Office including Word and Excel• Good PC skills	<ul style="list-style-type: none">• Print production knowledge• Fluent in a foreign language (French, Italian, Spanish preferred)• Photography skills to help with in-house bottle shots and product photography