



Job Description

Job Title: Senior Graphic Designer

Department: Marketing

Reports To: Director of Marketing

Position Function:

The Senior Graphic Designer is responsible for supporting the processes of brand development as well as supporting catalog production and advertising (including print and web). The position will ensure that all company marketing information maintains brand standards and design elements. The ideal candidate will bring a mix of artistic, marketing, and business expertise to the position, promoting our company and products. We are looking for a candidate who can inspire and be inspired by others and to take our creative efforts to the next level. The ideal candidate will have a natural eye for design and a passion for delivering dynamic ideas that connect.

Essential Duties and Responsibilities:

- Work with the Director of Marketing to create and execute materials for day-to-day production of all marketing-related assets (digital & print, including promotional items, sales collateral, merchandising needs, signage, packaging, presentations).
- Create materials for use in industry markets.
- Design e-blasts, print advertising, website, digital ads, catalog development, etc.
- Ensures finished projects align with project requirements before product leaves department for printing, delivery, and/or distribution.
- Assists in management of photography archives and image editing (including lifestyles, silos, and photoshopping where necessary).
- Assists in management and execution of all print and digital catalogs.
- Adheres to current processes, identifies opportunities for improvement, and proposes and creates processes and tools to support design operations.
- Ability to effectively manage multiple projects under tight deadlines in a fast-paced environment.
- Implements design solutions from concept to completion and owns in-house execution to achieve directives and creative vision developed in partnership with other key stakeholders.
- Create and help maintain consistency in all creative elements, whether they are produced internally or externally.
- Work closely with the Director of Marketing to maintain production schedules.
- Maintain organization of digital files, photos, and other related assets.
- Demonstrate an interest in the product and brand. Develop a deep understanding and passion for our customers and products.
- Evaluate the effectiveness of methods used to achieve Marketing objectives.



- Analyze the competitive landscape and best practices for creative development to achieve business priorities. Stay up-to-date and involved in social and cultural trends; advertising as a business; as well as developments in the media field.

Skills/Experience Requirements:

- 5+ years of design experience, preferably in-house.
- Expert knowledge of Adobe Creative Suite (InDesign & Photoshop), Motion Graphics is a plus.
- Proficient in Microsoft Office.
- Experience with catalog print process from beginning to end (designing to packaging files and press checking color at the printer).
- Creative eye and exceptional attention to detail.
- Proficiency and experience optimizing designs for print production as well as online & digital applications.
- Strong creative, organizational, problem-solving, and time-management skills.
- Excellent interpersonal and communication skills.

Education Requirements:

- Bachelor's degree in Graphic Design or related field.

*This job description is subject to change and may not be inclusive of all job responsibilities.

Employee Name Printed: _____

Employee Signature: _____

Date Signed: _____