|  |  |
| --- | --- |
| **Job Title:** | **Graphic Designer**  |
| **Reports To:** | **Head of Marketing**  |

|  |  |
| --- | --- |
| **Job Summary:** | To work closely with our Senior Graphic Designer and wider Marketing team to produce high-quality visuals for both digital and print platforms. You will be responsible for creating captivating designs representing Avery’s brand identity, from initial concept to final delivery, ensuring consistency and excellence across all touchpoints. |

|  |
| --- |
| **Role Responsibilities:** |
| * **Brand-Aligned Design**: Develop and produce on-brand graphics and materials for Avery’s various marketing channels, including websites, social media, print ads, and internal communications.
* **Collaborate with Marketing**: Work closely with the marketing team to support design needs for campaigns, product launches, and other initiatives, ensuring brand consistency and visual appeal.
* **Project Management**: Directed by the Senior Graphic Designer, you will take ownership of your designated projects while balancing multiple deadlines and maintaining high accuracy and attention to detail.
* **Content Creation**: Produce visual content, including storyboards, layouts, and mock-ups, to support marketing strategies and communicate ideas effectively.
* **Print & Digital Design**: Create print-ready designs, liaise with suppliers and printers, and manage quality control for physical marketing materials.
* **Software Proficiency**: Utilise Adobe Creative Suite (Photoshop, Illustrator, InDesign) and MS Office to produce high-quality design assets.

**This is not intended as an exhaustive description of duties and responsibilities and may be amended following consultation with the jobholder.** |

|  |
| --- |
| **Person Specification:** |
| **Experience**  | **Essential/Desirable**  | **Assessment**  |
| **Proven Graphic Design Experience**: 2+ years in a graphic design role with proven exposure to both digital and print design.  | E | CV/Application form |
| **Technical Proficiency**: Skilled in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and familiar with MS Office, including PowerPoint. | E | CV/Application Form |
| **Creativity & Attention to Detail**: Strong understanding of typography, layout, colour theory, and design principles with an expert eye for detail. |  E | CV/Application form |
| **Project Ownership:** Demonstrable record of managing multiple projects simultaneously, taking them from concept to completion, while meeting deadlines. | E | CV/Application form  |
| Familiarity with basic video editing tools and digital marketing platforms (e.g., social media, website content management systems). |  D | CV/Application Form |
| **Knowledge/Skills & Abilities** |  |  |
| **Adaptability**: Positive, forward-thinking attitude with a willingness to take on diverse tasks and adapt to changing priorities in a fast-paced environment. | E | CV/Application Form /Interview  |
| **Collaborative Mindset**: Strong communication skills and a team-oriented approach to work effectively with the Marketing team, internal and external stakeholders. | E | CV/Application Form /interview  |
| Values – I am fully committed to being: * Caring
* Supportive
* Honest
* Respectful
* Accountable
 |

|  |
| --- |
| Agreement: |
| **Employee Signature:** |  | **Date:** |  |
| **Manager Signature:**  |  | **Date:**  |  |