

Position Description - Graphic Designer

POSITION TITLE	Graphic Designer	
DEPARTMENT/SITE	Marketing	
DATE EFFECTIVE	Mar 2019	
REPORTS TO	Marketing Manager	
ROLES REPORTING DIRECT	NA	
KEY RELATIONSHIPS	Marketing Department, Sales Coordinators, PD Team, Cellar doors & Sales Business units.	
PRIMARY OBJECTIVES:		
<ul style="list-style-type: none"> Responsible for all aspect of creative and design works for the assigned portfolio and projects to support overall marketing, business/sales and corporate projects. Maintain an efficient internal online requisition system with high level of creative and design quality which delivered on a timely basis. Maintain strict branding guidelines at all times for the entire corporate. Assist in the development and training of colleagues/contractors where needed. Form and maintain strong relationships with all key internal and external stakeholders. 		
MAJOR RESPONSIBILITIES		
KEY RESULT AREAS	SPECIFIC ACTIVITIES	MEASURES
Business/Sales Support Function	<ul style="list-style-type: none"> Design and oversee the production, distribution and invoicing of all template and custom POS for your assigned portfolio as requested from and De Bortoli Marketing / Sales / Cellar Door staffs via the online requisitions system Ensure deadlines are kept and quality is maintained Continually work on new ideas and procedures to improve the quality and work flow of the design division within the marketing department 	<p>Quality designed material delivered in a timely manner</p> <p>Internal stakeholders' satisfaction rate</p>
Custom Marketing Design Projects (Including but not limited to product labels, marketing materials and campaign ideas)	<ul style="list-style-type: none"> Design and present artwork concepts to the marketing team for marketing projects (print and/or digital) for your portfolio or as briefed Workshop ideas with key members of the Marketing team as required, presenting creative rationale and direction for various projects Continually research market trends (creative ideas, placements, printing materials etc.) Lead the development of the artwork, overseeing the project (short and long lead times) with both internal and external designers as required Ensure deadlines are met 	<p>Engaging artwork ideas developed to brief</p> <p>Projects completed on time and to specification</p>

Position Description - Graphic Designer

	<ul style="list-style-type: none"> Complete design file to suit requirements 	
Digital Design Works	<ul style="list-style-type: none"> Oversee the development of your assigned digital portfolio via the company's MailChimp account or other digital platforms Prepare suitable artwork and format content Maintain and share the scheduled activity for the various digital materials to key staff members Ensure artwork is sent to the correct list as per the scheduled time Monitor and share reports to relevant staff members via the Mailchimp or other digital platform 	High standard and engaging digital output delivered in a timely basis
Maintain Brand Guidelines	<ul style="list-style-type: none"> Ensure the De Bortoli masterbrand and its sub-brands are represented as per the guidelines set by the Product/Brand Managers and Marketing Manager Continually work towards updating and maintaining the brands image at every design touch point Raise any issues with how the brand/s may be depicted Assist in the development of new guidelines 	Brand consistency maintained
Liaise with External Design and Print Agencies	<ul style="list-style-type: none"> Work with existing contacts in delivering jobs on time Supply artwork files as required (bottle images, logos etc.) in a timely manner Seek new suitable contacts where applicable Source prices and materials for evaluation as needed Continually review and provide analysis and guidance on materials to the marketing team 	<p>Projects delivered on time</p> <p>Existing relationships maintained</p> <p>New suitable contacts formed</p> <p>Pre-press approval on behalf of the product managers when needed</p>
Assist in the development and training of colleagues/contractors	<ul style="list-style-type: none"> Train and give guidance to colleagues/contractors on the Adobe creative suite programs and Online Requisition System Advise staff on best practice processes when saving design files for print and web use Any other training requirements as requested 	Staff given guidance and informed on programs/systems
Other Special Design Projects	<ul style="list-style-type: none"> Any other special projects that may arise at any time and as requested 	Active participation and high standard delivery in a timely

Position Description - Graphic Designer

	by the Marketing team <ul style="list-style-type: none"> Any other special corporate designing projects 	basis
General Administration Duties	<ul style="list-style-type: none"> Assist in maintaining the drives and Image/SKU Library Ensure all correspondence is correctly dealt with Ensure all accounts are coded and passed back to the Accounts Department Correct filing of all relevant information Cataloguing and archiving of Business/Sales support designs Keep the office areas clean and tidy 	Efficient administration procedures

SELECTION CRITERIA

ESSENTIAL:

- Tertiary qualifications in Graphic Design
- Proficient with graphics programs In Design, Photoshop and Illustrator
- Creative Flair
- Good communication and organisational skills
- Strong time management skills with the ability to efficiently prioritise workload to meet deadlines
- Ability to work independently and as part of a team
- Pride in your work with attention to detail and accuracy
- Ability to liaise with and present concepts to management and external agencies
- Possess self initiative and the ability to think outside-the-box
- Team player

DESIRABLE:

- Sales support knowledge/experience
- Experience using MailChimp program
- Self development of wine knowledge, passion for the wine industry
- Pre-press knowledge, paper stocks and finishes

Employee Name: _____

Employee Signature: _____

Manager Name: _____

Manager Signature: _____