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sharp
ideas
results

Job Description
Graphic Designer

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Reports to: Design Manager and Operations Director

This role will see you create unique, creative, eye-catching graphic design and signage solutions to reflect the company's goals, objectives and identity. You will be able to demonstrate an enthusiastic, team-oriented work ethic with the flexibility and willingness to take on any task. You should display a forward-thinking, positive outlook and offer strategic creative solutions. You need to have exceptional multi-tasking skills, excellent attention to detail, and the ability to take ownership of projects from start to finish. You will demonstrate excellent time management and organisational skills and present a smart appearance at all times whilst in the work environment.

You must be willing to operate the print production equipment, which includes but is not limited to, large format roll to roll digital printing. This will be in accordance to written and/or verbal instructions, established by the company and safety procedures, whilst performing quality control.

KEY RESPONSIBILITIES:

- The Designer is expected to possess an aptitude for production/design, an awareness of the Company's production/design capabilities, an understanding of industry standards and practices related to the signage industry, and the ability to work with clients (internal and external) to coordinate project flow and deadlines. Additionally, the Designer must have the experience/ability to read, understand, and work with client data to fulfil his/her role.
- Demonstrate skills and knowledge of current graphic design, signage design and fabrication working practices, as well as full colour large format digital printing software to produce graphical design and visual material; both functional and aesthetic for the signage and print industry through a variety of media outlets such as full colour large format printing and flat cut sign plotting.
- Conceptualise, plan, design and produce a wide range of specialised graphic and/or illustrative material for the sign and print industry.
- To be involved in all phases of large format production, together with preparing electronic files for print/plotting and RIP setup.
- Inspect finished prints/plotted sign vinyl for defects, such as dust and smudges, failed cuts and removes defects.

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- Verifies details of job orders and assignments.
- Completes production records.
- Ensures proper cleanliness of printer, work station, and immediate area.
- May be required to train others to operate printers/plotters.
- Examine job orders to determine details such as quantities to be printed, production times, and stock specifications. colours, and colour sequences.
- Ensure required resources are available in order to complete job (media, fonts, graphics, etc.).
- Evaluate output and make adjustments to obtain a desired level of image quality.
- Ensure proper media handling, conditioning and loading.
- Identify workable production solutions for challenging projects and trouble shooting
- Work closely with all internal departments including, but not limited to Marketing, Sales, Production and Installation Teams in design and execution of graphical proposals.
- Balancing design work requirements to ensure quality and timely delivery.
- Versatility in use of both Mac and PC platforms and all design corresponding design applications.
- Contribute creative ideas and suggestions in a team setting.
- Liaise on behalf of **The Sussex Sign Company** with various trade professionals.
- Provide and facilitate a Design Consultation Service on behalf of **The Sussex Sign Company** with new and potential external clients.
- Assist in finding efficiencies for the department.

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- Demonstrate the ability to handle many issues, items and functions at one time and deal rapidly with multiple items in prioritised sequence.
- Demonstrate the ability to set and prioritise goals and achieve them as scheduled.
- Demonstrate flexibility to adjust to rapidly changing requirements and schedules.
- Demonstrate an analytical approach to problem solving.
- Demonstrate the ability to act on own initiative.
- Demonstrates a desire to learn, willingness to do both menial tasks and take on more complex challenges
- Demonstrate the ability and willingness to work with the design team to achieve their best.
- Demonstrate the ability and willingness to take direction from management.
- Demonstrate the ability and willingness to seek suggestions from peers and associates.
- Demonstrate the ability and willingness to build and maintain positive relationships. Possess the ability to work with management to achieve Company goals including customer satisfaction and company profitability.
- Demonstrate willingness to accept direction from management to improve quality and performance.
- Demonstrate willingness to work together with peers and other departments to improve quality and performance.
- Maintain and evolve design standards.

KEY SUCCESS CRITERIA:

In conjunction with the Senior Designer and the Senior Management team for the achievement of client satisfaction, revenue generation, and long-term Design Departmental goals in line with company vision and values.

- Be able to communicate successfully in both written and verbal format.
- Be smartly dressed, cordial and amenable.
- Excellent time management skills
- Be confident, be tactful and have a persuasive manner.
- Good organisational and time management skills with the flexibility to prioritise as necessary.
- Demonstrates the ability to carry on a business conversation with business representatives and decision makers. Ability to work under pressure.
- Good 'people skills', for working with a range of team members and clients.
- A professional manner.
- Disseminating messages to team members efficiently and promptly.
- Ability to take initiative.
- Knowledge of technical solutions and troubleshooting techniques.
- An understanding of the latest trends and their role within a commercial environment.

QUALIFICATIONS & SKILLS:

- Higher education accreditation - this may be in graphic design, illustration, fine art or a related subject
- NVQ Level Two Sign Making.
- Methodical, well organised approach to work.
- Must be able to work independently and or part of a professional team.
- Flexible, enthusiastic and "Can Do" attitude.

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- Multitasking ability.
- Objection handling.
- Listening skills.
- Desire to continue education through trade shows, seminars, special courses, etc.
- Demonstrates the ability to perform well and remain organised under pressure and tight deadlines.
- A matter-of-fact approach when ideas or designs are rejected.
- A creative flair.
- A strong visual sense.
- Strong computer skills.
- Confidence, to present and explain ideas to clients and colleagues.
- The ability to grasp client needs and consider practical solutions.
- Has knowledge of digital ink systems.
- Has good understanding of digital substrates.

EXPERIENCE:

- Ideally you will have about 1 year experience as a graphic Designer.
- To have an interest in graphics and typography and new developments in design software.

PREFERABLE SKILLS:

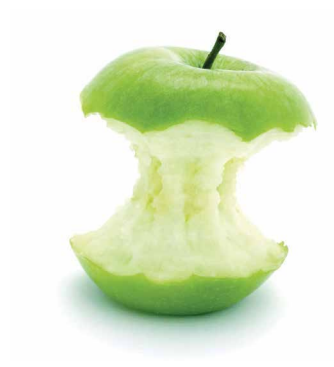
- Have knowledge and experience of working within the sign industry.
- Minimum 2+ years' of experience working as a machine operator preferably in a similar setting / capacity. Roll to roll Laminating experience.

LEVEL OF AUTHORITY:

- None.

This job description is subject to review to ensure that it reflects the strategic direction requirements of **The Sussex Sign Company**.

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