

**Position Title: Graphic Designer****Position Reports to: Director of Marketing****FLSA Status: Exempt**

### ***Major Role***

Effectively communicate company brand message through creation of packaging and advertising graphics; create graphics and copywriting for key deliverables, including print and digital. Build brand through strategic use of corporate issued brand guidelines and American Tombow, Inc. (ATI) subsidiary digital brand guidelines. Reports to Director of Marketing.

### ***Responsibilities***

- Establish creative direction in collaboration with Director of Marketing. Responsible for execution of all creative.
- Design promotional graphics for website, social media, e-blasts, sales literature & presentations, tradeshow materials, and digital/online banner ads.
- Coordinate with Ecommerce Marketing Manager to develop web banners, landing pages, digital ads and infographics for ATI shopping cart and key ecommerce customers.
- Design packaging, retail display and POP concepts in keeping with brand standards and current packaging guidelines.
- Provide art direction for product images and lifestyle shots for print and online use, including web and social media. Manage the process, including product and packaging images, e-commerce specific images and lifestyles images for use in advertising and collateral.
- Maintain database of digital images and ensure that all photography is edited to BSA standards and uploaded to Box for distribution.
- Prepare sample mockups and graphics for customer presentation and sales meetings.
- Work with Product Manager to ensure that appropriate compliance labeling and language is included in all marketing materials and packaging.
- Develop infographics and other online collateral following established digital brand guidelines.
- Collaborate with Social Media & Content Manager to ensure graphics support social media initiatives and online strategic direction.
- Visually maintain our brand style and standards while continuing to evolve our brand.
- Perform related responsibilities as assigned.

### ***Key Performance Indicators***

- Implementation of established corporate brand guidelines and ATI digital brand guidelines
- Execute creative direction as identified in working with Director of Marketing Manager
- All activities promote American Tombow mission and principles

## **Qualifications**

### Education and Experience:

- Bachelor's degree in Graphic Design or related field or equivalent experience
- 3-5 years of relevant work experience in marketing/advertising/communications which included graphic design and copywriting
- Proficiency with Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Knowledge of best practices for digital design (ie, resolution, file set-up, file types, etc.)

### Additional Knowledge:

- Basic photography

### Key Competencies:

- Graphic layout skills and knowledge for digital and print
- Knowledge of retail packaging design requirements
- Strong writing and editing skills, and strong verbal communication skills
- Ability to coordinate and collaborate with marketing & sales teams
- Creative vision and ability to communicate brand message
- Must exhibit a curious, positive and enthusiastic approach while working in a team environment

## **Work Environment**

Work is typically performed in a standard office setting working at a desk or table on a level surface. May be required to work more hours than normal during a regular workweek depending on workload and deadline requirements.

## **Position Specifications**

|                 |                       |
|-----------------|-----------------------|
| Direct Reports: | None                  |
| Line Manager:   | Director of Marketing |
| Department:     | Marketing             |
| Date Posted:    | 1-23-17               |