

Graphic Designer

Reports to Creative Director

Roles and Responsibilities

The primary function of a graphic designer is to create visual designs, using various forms and a variety of tools to communicate ideas that can inspire, inform or influence a specific target(s) to engage with a product or service. In addition to the primary function, there are several other areas of responsibility that a graphic designer needs to be comfortable with.

- **Creativity**: Ability to create new ideas and innovative designs that are artistically interesting, relevant and impactful based on a well-executed creative brief.
- **Designer**: Ability to take a concept and breathe life – having the ability to identify and execute using the best typographic, color, photographic and compositional choices. A visual eye is essential no matter what medium being worked in.
- **Quality Assurance**: Ability to review and edit final output for completeness, compliance, and accuracy.
- **Time Management**: Ability to work on multiple projects at the same time, each with a different deadline, and communicating progress.
- **Problem Solving**: Ability to think logically and critically to make things work. Creativity is needed not only to produce something brilliant but also to work out how the pieces fit together and turn ideas into a finished product.
- **Openness**: Ability to take direction to improve your work, remaining open-minded, willing to try new things, and comfortable taking advice from unexpected sources. It's an evolving process and produces positives in the end.
- **Collaborator**: Ability to work closely with all members of the creative, account, media and all other agency team members in order to develop the best possible creative solutions in the most efficient manner possible.
- **Strong presenter**: Ability to present in a clear, digestible way, using rationale to convey the idea.
- **Relevant curator**: Ability to understand and speak in an educated way about current design trends and digital technologies. Have an understanding of what's new, on-trend and relevant in our world and how it might be applied to our clients work.
- **Inspiration**: Ability to find the positive in all the work we do. Approach each project with the same attention to detail and craftsmanship in order to deliver best-in-class creative solutions. Be a positive force for the team and the agency.