**Position Description**

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| Position Title | Junior Graphic Designer  |  Incumbent | Current |
| Department | Design |  Reports To | Director, Creative and Design |
| Date Prepared | 03/09/2021 |  |  |

**Job Summary:**

Reporting to the Creative Director, the Junior Graphic Designer will aid the Design Department in providing graphic services in-house to the Sales, Marketing and Purchasing departments. This includes designing for print and web including product, packaging, signage, and website design.

***Without restricting the generality of the above-stated basic functions, this position shall perform such duties and responsibilities as may be assigned including but not restricted to the following:***

**Responsibilities:**

**Retail Packaging**

* Develop new concepts for packaging based on competitive samples, internal research, creative briefs and manager's directions;
* Create package dielines as needed for boxes, wrappers, labels, stickers, and hangtags;
* Review and design based on customer style-guides and prepare documents for approvals;

**Signage & Displays**

* Create POP displays, including counter and shelf displays, sidekicks, and side-stacks;
* Design signage including banners, easels, aisle talkers, and wobblers;

**Website and email**

* Design web pages in Shopify including tagging, page design, and basic coding as needed
* Create marketing emails, banners and animated Gifs
* Maintain the photography and web upload database with active communication to internal and external stakeholders

**Product Design and Illustration**

* Create and layout product instructions, catalogues, and brochures;
* Illustrate and design graphics for candles (including both technical and realistic renditions);

**Photography**

* Ensure all photography, banners and design meet Valiant/Grasscity standards

**Organization**

* Coordinate with other designers to ensure work is done correctly and efficiently;
* Multi-task with projects according to deadlines with a meticulous attention to detail;
* Organizing files on the art server ensuring files are named and archived correctly;

**Production**

* Create final production files including making outline files, checking color swatches, and creating specification sheets;
* Check final production for errors including verifying files, colors, and dielines;

**Academic/Educational Requirements:**

* 3-4 yr Bachelor or Diploma in graphic design

**Required Skills/Experience:**

* A portfolio which has a strong emphasis on package design;
* Proficient in a MAC environment & Adobe Creative Suite 5 (Illustrator, Photoshop, InDesign);
* Intermediate knowledge of MS Office (Outlook, Word, and Excel);
* Experience in Licensed Consumer Products is an asset
* 1-3 years of Design Experience is an asset
* Experience using Shopify and Wordpress, including basic tagging, and programming is an asset
* Capable of multi-tasking with multiple projects along with superior organizational skills;
* Ability to work independently and as part of a team;
* Good verbal and written English skills are required with strong interpersonal abilities to effectively deal with different levels within the organization;