

## Graphic Designer

<b>LOCATION</b>	Based in Bath & Warminster offices. Flexible to travel between the two.
<b>DEPARTMENT</b>	Marketing
<b>HOURS</b>	Full Time, Monday - Friday, 9am - 5pm
<b>REPORTS TO</b>	Marketing Manager
<b>SALARY GRADE</b>	Competitive Salary

### OVERVIEW OF ROLE

- Highly creative graphic designer to work on brand identity and development, new campaigns and advertising across all print and digital communications, in an exciting, fast-paced environment
- You will generate great design in partnership with the creative team for campaigns across a variety of media, based on briefs from the Marketing Director or Marketing Manager
- Idea generation, concept creation and development
- Create design solutions and rationale that align with client objectives, refining the selected concept and implementing
- You must be confident in presenting your ideas to the internal team and end-clients
- Meticulous attention to detail and strong typographic skills as well as the ability to work on multiple assignments with varying deadlines
- Keep up-to-date and utilise new innovations, graphics and multimedia software packages
- Work across a wide range of media including:
  - o Corporate identity & branding
  - o Advertising
  - o Event exhibitions and displays
  - o Websites
  - o Brochures & Flyers
  - o Magazines
  - o Newsletters
  - o Promotional Goods
  - o Email marketing programmes

### SKILLS REQUIRED

- Varied portfolio showing previous brand development, print and digital experience
- Creative flair, originality and a strong visual sense
- Ability to incorporate strategic thinking into the design process
- Commercial aptitude, with the ability to liaise directly with clients
- Ability to multi-task and project manage
- Ability to understand client needs and consider practical solutions
- Great interpersonal skills and strong team player
- Technical programme requirements:
  - o Adobe Indesign
  - o Adobe Photoshop
  - o Adobe Illustrator
  - o Adobe Fireworks

#### Head Office

RACS Group House, Three Horseshoes Walk  
Warminster, Wiltshire. BA12 9BT

0845 604 0571  
0845 604 0573

info@racsmarketing.com  
racsmarketing.com