JOB TITLE – Graphic Designer
REPORTS TO – Marketing Studio Manger
LOCATION – Loughborough
DEPARTMENT– Marketing

SCOPE OF JOB
- Sanderson Design Group PLC. is an international luxury interior furnishings company that designs, manufactures and markets wallpapers and fabrics together with a wide range of ancillary interior products. Evoking the combined longevity and prodigious creative history of our brands, 'Sanderson Design Group' describes the ebullience of our past endeavours.
- As a luxury creative business, you are in a key role overseeing the (marketing / creative) Studio and production of brand and product assets to engage, inspire, and communicate with customers.

JOB PURPOSE
- Creation of standout, cut through brand and product creative assets (print and digital). Ensuring all assets are produced to the highest quality and on time.

BUSINESS CONTEXT
- In 2020, we brought our portfolio of brands home to Sanderson Design Group PLC. We are a collective of seven quintessentially British luxury consumer interior brands, each with a special role to play, and two manufacturing brands (Anstey and Standfast & Barracks).
- At Sanderson Design Group we are Sanderson, Morris & Co., Zoffany, Harlequin, Clarke & Clarke, Scion and Anthology and our purpose is 'to bring the beautiful into people's homes and lives'.

RESPONSIBILITIES
- Creation of standout and cut through creative assets (print and digital) to support brand and product communications for all channels. Including website, social, email, digital design books, lookbooks, pattern books, packaging, digital/print ads and POS.
- Work with the Marketing Studio Manager and develop graphic concept briefs for all required marketing assets, ensuring that they are in alignment with the marketing/creative brief requirements and that all assets are consistent, have a cohesive look and tell the story.
- See an entire collection launch through from Brief > Creation of Graphics Concept Brief > Artwork > Production (where applicable) > Launch
- Artwork your own images and separations for all projects.
- Ensure that all assets created are in alignment with the brand guidelines, brand character and that they uphold the brand standards and expression for each brand.
- Bring graphics and marketing industry best practise inhouse to ensure assets created are to an exceptional standard and are fit for purpose.
- Maintain all deadlines and prioritise workflow accordingly.
- Support the Marketing Studio Manager.

MEASURES OF SUCCESS
- Production of standout, cut through and emotive creative assets/communications.
- Creation of digital assets that improves content performance.
- All projects and launches are delivered on time, on budget and to brief.

CONNECTING WITH OTHERS

INTERNAL	EXTERNAL
• DESIGN • MARKETING • STYLING • PATTERNING • LICENSING • SALES	• PHOTOGRAPHERS • PRINTERS • ADVERTISING AGENCIES • KEY SUPPLIERS

QUALIFICATION	EXPERIENCE & SKILLS
• Graphic Design Degree or 2+ years design experience	• Expert skills in creating high end graphic design for print. Knowledge and experience of digital graphic design for all digital platforms would be advantageous. • Expert knowledge of the Adobe Creative Suite and the knowledge of video editing software would be advantageous. • Experience in the creation of GIFS. • A well-presented portfolio that represents a strong sense of typography, range of design styles across multiple platforms, diversity of projects, and a clear personal aesthetic. • Ability to conceptualize visuals based on project requirements. • Organised, self-motivated team player with excellent collaboration skills. • Additional skills relating to graphic design projects such as retouching, colour knowledge and illustration would be advantageous.

BEHAVIOURS
Proactive
Dynamic
Professional
Organised
Approachable
Confident
Flexible
Creative
Detailed

FOR LINE MANAGER ROLES ONLY

TOTAL EMPLOYEES –	DIRECT REPORTS –
COST RESPONSIBILITY –	REVENUE RESPONSIBILITY –
INFLUENCE –	

I agree within reason to undertake other **duties over and above those listed in the job description.**