Example of Graphic Design Job Description

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Our company is growing rapidly and is hiring for a graphic design. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for graphic design

- Assist with promotional headline and copy writing/editing as needed
- Develop customized design solutions to reinforce key sales messages
- Develop and produce customizable digital sales support templates
- Support multifaceted campaigns leveraging the spectrum of communications mediums
- Execute the Following Under Guidance and Support of the Creative Team
- Participate in the development of merchandised designs per brand standards and marketing plans
- Interpret layouts and direction to design collateral that adheres to brand standards – including catalog pages, flyers, emails, PowerPoints, mockups, covers and other visuals as directed
- Communicate with account teams throughout the entire creative development process
- Work closely with category teams to become familiar with products and customers to develop appropriate strategies and designs for each demographic
- Review all projects for completeness, accuracy, customer clarity, and correct reflection of brand and vendor standards

Qualifications for graphic design

- At least 2-3 years' experience of working in design area

- Expertise in working with both Mac and PC systems
- A degree or course in a relevant subject such as Design or another creative discipline would be a plus
- Proficient knowledge of social media platforms, associated media requirements, and best practices