



# Example of Junior Graphic Designer Job Description

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Our company is looking for a junior graphic designer. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for junior graphic designer

- Thorough understanding of page layout, typography, and design theory
- Fulfill mapping requests when mapping coordinator is out of office
- Provide design support in updating and revising existing marketing efforts plus some production based work
- Conceptualize, design and produce an array of print and online direct marketing communications including direct mail packages, retail POP materials, emails, landing pages, banner ads, sales collateral and other initiatives
- Generate innovative design executions that communicate compelling benefits and deliver strong conversion metrics
- Articulate verbally and graphically specific design ideas to other team members and clients
- Present creative requirements and issues to internal teams
- Provide back-up for traffic manager asset management/production support
- Implementation of project graphics standards and templates
- Follow instructions from Project Graphics Lead, request clarification where required

## Qualifications for junior graphic designer

- Understand the importance of the selection, commissioning or editing of photography and illustration
- BFA or equivalent required

- Minimum one to three years' experience in print or digital design
- Experience in branding, typography and retouching