

Advertising Services Ltd

Job Title: Graphic Designer
Department: Production Department

The responsibilities and duties of the graphic designer are as follows:

Design and Production

To monitor the adverts required for each publication.

To ensure that all adverts have been proofed by the client, signed off and completed, this will require liason with clients and external design agencies.

To be responsible for the publishing of the directories, this will include liason with the printer.

To assist with the creation of press releases, copy writing and the design of company brochures, literature etc.

To be experienced in all packages required for our business.

To have the ability to produce and adapt design ideas quickly.

To be interested in the design of our Websites and develop on new ideas.

To be responsible for page layout and pre press preparation.

Responsible to produce all aspects of layout and design within budget and to strict deadlines.

To monitor and remain aware of the on schedule completion of the pagination or layout of our directories.

To assist with creation of press releases, copy writing and the design of company brochures, literature etc.

To research information and production ideas for oncoming directories.

To constantly develop and improve all cureent and future directories.

Responsible for generating all new port and town maps, including research for new maps and updating of old maps.

Responsible to put together art, text, and other visuals to produce professional printed results.

To produce sales kits, media kits and all marketing materials as requested.

To produce marketing and advertising items such as business cards, headed paper etc.

To stay abrest of current design and print technologies.

Database

To maintain and update the relevant artwork pages on the database (training will be given).

Sales staff

To liase closely with the sales staff to ensure that all artwork information has been taken by the sales staff and passed onto the production department.

Marketing, Sales and Trade shows

You may be required to assist with the attendance, manning of trade stands and general promotion of our products during trade shows and exhibitions, either within the UK or overseas.

You may be required to assist with the research and development of our current products and future projects.

You may be required to actively seek out potential clients and to sell adverts during trade shows and exhibitions when required.

General

To provide support as requested in order to meet the demands of the entire company.

To ensure all incoming enquires of all natures, telephone calls, e mails, faxes and visitors are dealt with quickly and efficiently in the appropriate way.

To ensure both the kitchen areas and bathrooms are kept in a clean, functional and safe condition.

To ensure that the office security is maintained at all times, all doors & windows are locked at the end of each day and that the alarm is switched on.

Essential Criteria

In-design Photoshop Illustrator Mac

Desirable Criteria

Website design Second Language