



Graphic Designer

Job Description

Department: Marketing

Reports To: Art Director

Summary: Performs daily creative functions in a professional, competent and confidential manner as assigned. The individual in the position of Graphic Designer will be responsible for conception, execution and delivery of a very broad range of materials and projects for print and interactive platforms. Must effectively communicate and coordinate with marketing team, sales team, gift shop, vendors and wholesaler sign shops to bring concepts to life in creative ways while also ensuring designs are consistent with corporate branding.

Education and/or Experience:

Bachelor of Arts in Graphic Design or Communication Design, or an Associate's Degree with Commensurate Experience. Must have at least 1-3 years of experience in the field, candidates with advertising agency background a plus.

Essential Duties and Responsibilities:

1. MAC experience with knowledge of Adobe CC as well as Microsoft Office Suite.
2. Should be comfortable handling a large range of projects from advertising, packaging, point-of-sale items, social media content, and other web materials. Must have ability to work on a project from start to finish, from concept to print prep.
3. Have thorough understanding of photography, typography, printing techniques, and copywriting. Wordpress knowledge is a plus.

4. Focus of role is on the execution established brand standards. Follow instructions and work from a brief or job start to determine how best to represent a concept visually. Bring the idea to life through various mediums including print and interactive platforms.
5. Must also bring creativity to best execute brand standards across a variety of established and new tactics. Should bring a fresh perspective and passion to each project, pushing the brand and work beyond what has been created in the past. Add value to projects and have a sense of ownership in work.
6. Should be aware of current social and cultural trends with a desire to build knowledge and expertise.
7. Must have excellent oral and written communication skills in order to: gather information needed for a job from members of the Marketing Department or sales force, articulate and present ideas to management, provide vendors clear directives and instruct print shops on proper usage of materials.
8. Should use problem-solving skills and innovation to present new solutions to projects and challenges presented. Must be self-assertive to go beyond what is initially requested and to move projects forward without having all necessary information. Highly self-motivated with ability to work hours as required.
9. Must be well organized, detail oriented and have strong time-management skills in order to balance competing priorities and multiple projects while meeting strict deadlines in a very fast paced environment.
10. Work well as part of a team to collaborate. Good listening skills are imperative to understand other's point of view. Must cope well with criticism to improve upon work.
11. Maintains and keeps all information confidential.
12. Must be able to lift, carry, push/or pull up to 35 pounds.
13. Performs additional duties and responsibilities as requested, directed or assigned by management.
14. Must be available for occasional travel.

Interested applicants, please send resume and sample sheet or portfolio link to jobs@yuengling.com. Applicants who do not include a sample sheet or portfolio link will not be considered.