

# Job Description

## Position Details

Position Title:	Graphic Designer - Junior
Reports to:	Sales Manager

## Role Purpose

AuctionsPlus is seeking a highly professional, creative and dynamic designer with proven experience working across a range of design, digital and brand marketing communications.

This role will provide the successful applicant with extensive experience across the livestock industry in marketing, buying and selling of sheep, cattle and wool, disruptive technology, social media, and design thinking.

You will be responsible for producing high quality marketing communication materials, website design and advertising creation. Attention to detail is key for this creative role as they will be required to maintain consistency, direction and strength of brand, whilst meeting the creative needs of AuctionsPlus' network of customers.

Working across the Sales, Market Operations and Product Development teams, you must be able to multi-task, deliver quickly and accurately on briefs, have the ability to work autonomously in a fast-paced environment, with strong accuracy and attention to detail. The ability to handle multiple projects is key.

The successful candidate will have tertiary qualifications in graphic design and have strong experience with the Adobe Suite (Illustrator, Photoshop, InDesign, Fireworks, and Dreamweaver). A working knowledge of HTML and CSS, and an understanding of website development and management is desirable.

## Key Responsibilities

- Producing marketing collateral, to brief, from concept to completion for the AuctionPlus brand and for AuctionPlus clients, including but not limited to adverts, flyers, web/digital resources, corporate stationary, brochures, academic materials, signage and other AD HOC marketing materials as required
- Designing and preparing branded Microsoft Word and PowerPoint templates for use within the businesses
- Maintaining a consistent visual brand identity (according to brand guidelines)
- Create engaging copy in line with AuctionsPlus tone-of-voice and language
- Retouching photographic assets; deep-etching, retouching models, colour correction
- Designing and creating accurate and effective print ready artwork in multiple formats (ai, pdf, eps) and digital marketing resources (jpg, gif, png, tif, psd) in a timely manner.
- Identifying and introducing efficiencies within publishing procedures and activities as appropriate
- Communicate and liaise with key internal and external stakeholders to deliver effective design solutions

## Key Relationships

Type	Internal/External	Nature of relationship
Customers / Suppliers	External	Build positive relationships with customers and suppliers.
Internal customers	Internal	Market Operations – provide support and information as required Finance Product Development
Direct manager	Internal	Respond to information requests in a timely and accurate manner Communicate on progress, concerns and insights

## Critical Requirements

1	Relationship Management. Excellent communication, presentation and organisational skills are crucial for success in this role, as are high levels of initiative, self-motivation and a positive, 'can-do', customer-focused approach.
2	Collaborative. Able to build strong collaborative relationships internally and externally.
3	Process & Planning. Able to plan and map out projects allowing plenty of time for preparation.
4	Communication. Able to convey information with clarity and impact both verbally and in writing.
5	Industry expertise. A knowledge and understanding of the agriculture industry.
6	Problem solving. Able to analyse information, think logically and solve problems.
7	Attitude. Self-starter capable of thriving in a growth stage company environment who is fearless on the phone, persistent, and accepting of rejection.
8	Adaptable. Able to easily adapt to changing priorities to meet customer and business needs.
9	Analytics. Understanding of key analytics and how to drive action and engagement from insights and trends
10	Design. Proven experience in web/visual and strategic communication design that is both conceptual and templated work
11	Turn-around. Ability to work in high-volume environment while maintaining high attention to detail
12	Strong attention to detail and art-working skills. Knowing the importance of getting artwork right from the beginning
13	Organisation skills. Management of graphic collateral and photographic assets
14	Liaison Skills. Negotiating quotes, maintaining procedures, production and controls to ensure the accuracy and timeliness of graphic assets ranging from catalogues, brochures, business cards, to large format POS for events and conferences
15	Photographic/Design Eye. A strong design sensibility and a natural creative flair, creating original design concepts, capturing great photos and attention to detail