

Job Description:   
Graphic Designer

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| Function: | | | | Food Platform, Service Operations UK & I | | | | | | | | |
| Job: | | | | Graphic Designer | | | | | | | | |
| Position: | | | | Graphic Designer | | | | | | | | |
| Job holder: | | | |  | | | | | | | | |
| Date (in job since): | | | |  | | | | | | | | |
| Immediate manager  (N+1 Job title and name): | | | | Design Manager – Holly Godfrey | | | | | | | | |
| Additional reporting line to: | | | |  | | | | | | | | |
| Position location: | | | | Stevenage | | | | | | | | |
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| 1. Purpose of the Job – State concisely the aim of the job. | | | | | | | | | | | | |
| * Responsible for the graphic design of B2C marketing materials for Sodexo UK & Ireland. This includes but is not limited to the creation, production and delivery of large-scale graphic design projects for print and digital media; including posters, flyers, coupons, animations and video. * Developing creative ideas and concepts, choosing the appropriate media and style to meet stakeholder objectives, whilst seeking innovative ideas to ensure Sodexo remains competitive within the marketplace. | | | | | | | | | | | | |
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| 2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department. | | | | | | | | | | | | |
| Revenue FY13: | €N/A | | EBIT growth: | | N/A | Growth type: | N/A | Outsourcing rate: | n/a | Region Workforce | N/A | |
| EBIT margin: | | N/A |
| Net income growth: | | N/A | Outsourcing growth rate: | n/a | HR in Region | N/A | |
| Cash conversion: | | N/A |
| Characteristics | | * Add point | | | | | | | | | | |

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| 3. Organisation chart – Indicate schematically the position of the job within the organisation. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated. |
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| **4. Context and main issues** – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to. |
| * Ability to work on multiple design projects at one time. * With the above in mind, ability to meet deadlines given which may include working under pressure. * Working to an agreed creative brief to develop original creative concepts that are best in class standard whilst consistent in adhering to brand guidelines when required. * Understanding different segment requirements and ability to produce artwork and projects suitable for each target audience. |

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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * Liaising with the Design Manager to create an organised and consistent approach to the creation of marketing materials for the B2C food section of Sodexo. * Provide creative design solutions to a range of briefs across both print and digital solutions including animation and video. * Working with the Design Manager to drive innovation and embed new trends to develop and push creative briefs to create high quality results. * Understand the consumer and customer purchase journey to deliver exciting designs that meet the needs of the brief. * Utilising feedback and having appreciation of diverse thoughts and opinions to understand its importance in ensuring high standards of artwork. * Leading relationships with key stakeholders both internally and externally; including print management companies and segment representatives. * Manipulation of sourced photography and vector images to incorporate into required creative designs. * Review and proof-read all artwork to ensure no errors in copy, layout and design. * Delivering projects within the time frame given and ensuring files are spec’d to print or digital standards as required. * Performing additional duties or projects as assigned, including special projects and initiatives, as well as assisting wider team members, such as creating creative templates within Microsoft platforms for use by the wider team. |

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| 6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities. |
| * Being mindful that artwork produced by the team is representing Sodexo in the best way possible, to prevent situations which could harm our image. * This position is accountable for over half of the artwork produced by the team. * Understanding how the materials produced impacts on the growth of sales and services. * Having a clear sense of direction for where the marketing material is heading and ensuring that stakeholders understand this vision. |

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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| * An ambitious, innovative, and confident creative, able and willing to develop. * Previous graphic design experience, either industry experience or graphic design training / qualifications. * Must be skilled in using a variety of industry standard packages including: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat). * Proficient in Microsoft Office. * Knowledge of animation / video editing utilising Adobe After Effects, Adobe Animate or equivalent is preferential but not essential, however, must be willing to learn new skills in these areas. * Excellent communication skills in order to interpret briefs and work closely with a small team. * Time management skills and ability to cope with several projects at a time. * Being open to feedback and willing to make changes to designs whilst also being able to give constructive feedback to others in the team. * Experience of digital media, including adapting artwork for use on digital displays and Social Media. * Confidence in explaining the creative design process behind projects. * Image and illustration manipulation skills. |

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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
| |  |  | | --- | --- | | * Growth, Client & Customer Satisfaction / Quality of Services provided | * Leadership & People Management | | * Rigorous management of results | * Innovation and Change | | * Brand Notoriety |  | | * Employee Engagement |  | | * Learning & Development |  | |

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| 9. Management Approval – To be completed by document owner |
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