

Job Description

Designer at Essential Trading Co-operative

Main Functions

- Creation of materials of an exemplary quality, in order to represent and promote the products, ethos, ideals and structure of Essential Trading in a positive and forward looking way.
- Taking active role in Marketing team projects: helping create campaigns, strategy and producing materials for advertising, POS, social media, forums, websites etc as required.
- To take on, progress and develop the house style and utilise our team-agreed and co-op principle led, 'rebel with a cause' voice.
- Attend and actively participate in Marketing team meetings, assist with trade shows and external events where required, representing the company courteously and professionally.
- To react to briefs/requests from across the co-op in a timely manner, covering both photographic and design areas.
- Put forward creative ideas and taking part in all team creative discussions in a positive, proactive and constructive way.
- Photography: Ensure an up to date library of Essential brand product images is maintained, for use on pricelist and website. Uploading images to work dropbox account for 3rd party access. Producing images for artwork (adverts, POS) as required.
- To work with pricelist team to help create Essential ads for pricelist every two months.
- Updating Essential brand product labels where required. e.g. Product Specifications, Ingredient lists, Allergens and Certifications, with meticulous attention to detail.
- To work with the Marketing team / Goods In updating and developing brand labels – both internally (e.g. rejigging an existing label for a new product size / expanding a range) and externally (e.g. working with design companies to update brand artwork).
- Creation of Digital Marketing content. To include materials for social media, the Essential websites and any future projects (forums, apps, online sales platforms etc)
- Working closely with our Customer Relations Representatives / tradeshow rep to create bespoke advertising and POS (largely based on the promotional plan) for their use.

Person Specification – Designer and Photographer

CRITERIA	ESSENTIAL	DESIRABLE	A	I
Experience				
Experience of professional designing.	*		*	*
Experience of professional photography.	*		*	*
Knowledge				
Some background knowledge of worker co-operatives.		*	*	*
Some knowledge of the operation and structure of Essential Trading Co-operative Ltd.		*	*	*
Knowledge of current Essential branding and campaigns.		*	*	*
Skills				
Well-developed interpersonal skills, e.g. ability to communicate in an appropriately assertive manner.		*		*
Good oral communication skills, e.g. speaks clearly and concisely, good listener.		*		*
Exceptional design and photographic capability.	*		*	
Proficient with Photoshop software	*		*	
Proficient with Illustrator software	*		*	
Proficient with QuarkXpress / inDesign		*		*
Proficient with standard 'Office' software e.g. Word	*			
Proficient with Adobe Premiere / After Effects		*		
Ability to remain objective and professional.		*		*
Good organizational skills. Can work successfully with others and independently to administer multi-stage processes to achieve targets over some months.		*	*	*
Can work in a co-operative, proactive and supportive manner in both small and large teams.		*	*	*
Can build and maintain strong working relationships.		*		*
Can remain calm and professional and work effectively when under intense pressure.		*	*	*
Qualities				
Is creative and imaginative – must be able to bring ideas to the table and work with the Marketing team to meet deadlines.	*			*
Proactive and enthusiastic – must be able to communicate well and be positive under pressure.	*		*	*
Must be willing to commit to Essential's brand message and find ways to enhance our existing communication visuals.	*		*	*
Flexible and willing to undertake a range of diverse tasks and to work the hours required for the successful completion of tasks.	*		*	*
Ability to remain objective and professional at all times.	*			
For Interview purposes				
If possible, please bring Portfolio (online link) of recent work to demonstrate proficiency and style.		*		*
A project may be allocated to assess working.		tbc		*

A = Application form
I = Interview