
Position Summary

Position: Graphic Designer
Reports to: Marketing Manager
Compensation: Hourly, non-exempt

Create visual concepts specific to the beauty industry to communicate ideas that inspire, inform, and captivate consumers. Develop overall layout and production design for advertisements, brochures, magazines, and other miscellaneous projects based on the needs of the brand/distributor. Maintain voice of the customer, yet provide an artistic approach to design aspirations. Periodically evaluate design elements to ensure they stay on trend.

Essential Job Functions

Consult with clients to identify objectives, scope of the project, and existing marketing strategy. Forecast production to provide realistic timeline expectations.

Adhere to set timeline.

Determine target audience and make recommendations to reach desired demographic.

Illustrate concept through design and maintenance of interactive client projects (web and print) to enhance overall marketing and sales strategies, customer relations, and aesthetics.

Combine text and images to portray desired message while maintaining the voice and sound of the customer. Select type, font, size, color, headings, and text as appropriate to coincide with artistic imagery.

Collaborate with internal team to choose overall layout of text (paragraphs, lists, tables, etc). Combine with graphics and submit to the customer for approval.

Coordinate all administrative aspects of production, including preparing final designs and scaling images for print production, when appropriate. Ensure all parties remain on schedule with previously established timeline.

Foster external relationships with print partners to ensure timely completion of projects.

Coordinate with other departments to complete work on special projects, as appropriate.

Maintain design knowledge by attending workshops, reviewing professional publications, and/or participating in professional societies. Apply continuing education to the beauty industry.

Knowledge & Skills

Ability to professionally and effectively communicate in both oral and written format

Ability to work in a high-intensity, highly fluid, and fast-paced environment

Working knowledge of Adobe Indesign and Photoshop and other design technology tools

Aptitude to think creatively, yet logically, to solve problems

High school diploma required; associates degree in Marketing (graphic design) or 3-5 years experience required

Prolonged sitting, standing, bending, twisting. Ability to lift up to 25lbs without assistance; controlled climate

Disclaimer: This job description is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements, or working conditions associated with the job. While the job description is intended to be an accurate reflection of the role, management reserves the right to revise the job and/or require additional or alternative tasks to be performed as assigned.