

**Position Classification:** Operational/Technical/Experienced

**Responsible for:** all aspects of creative and design works for the assigned portfolio and projects to support overall marketing, business/sales and corporate projects and Maintaining an efficient internal online requisition system with high level of creative and design quality which delivered on a timely basis.

**Leadership/Business influence:** Minimal supervision, working independently/ proficiently.

**Reports to:** Marketing Manager

**Supervises:** N/A

### Main Functions and Activities

#### Business/Sales Support Function

- Design and oversee the production, distribution and invoicing of all template and custom POS for your assigned portfolio as requested from and De Bortoli Marketing/Sales/Cellar Door staffs via the online requisitions system
- Ensure deadlines are kept and quality is maintained
- Continually work on new ideas and procedures to improve the quality and work flow of the design division within the marketing department

**Measures** - *Quality Sales Support Material delivered in a timely manner. Internal stakeholders' satisfaction rate.*

#### Custom Design Projects

(Including but not limited to product labels, marketing materials and campaign ideas)

- Design and present artwork concepts to the marketing team for marketing projects (print and/or digital) for your portfolio or as briefed
- Workshop ideas with key members of the Marketing team as required, presenting creative rationale and direction for various projects
- Continually research market trends (creative ideas, placements, printing materials etc.)
- Lead the development of the artwork, overseeing the project (short and long lead times) with both internal and external designers as required
- Ensure deadlines are met
- Complete design file to suit requirements

**Measures** - *Engaging artwork ideas developed to brief. Projects completed on time and to specification.*

### Digital Design Works

- Oversee the development of your assigned digital portfolio via the company's MailChimp account or other digital platforms
- Prepare suitable artwork and format content
- Maintain and share the scheduled activity for the various digital materials to key staff members
- Ensure artwork is sent to the correct list as per the scheduled time
- Monitor and share reports to relevant staff members via the Mailchimp or other digital platform

**Measures** - *High standard and engaging digital output delivered on a timely basis.*

### Maintain Brand Guidelines

- Ensure the De Bortoli masterbrand and its sub-brands are represented as per the guidelines set by the Product/Brand Managers and Marketing Manager
- Continually work towards updating and maintaining the brands image at every design touch point
- Raise any issues with how the brand/s may be depicted
- Assist in the development of new guidelines

**Measures** - *Brand consistency maintained.*

### Liaise with External Design and Print Agencies

- Work with existing contacts in delivering jobs on time
- Supply artwork files as required (bottle images, logos etc.) in a timely manner
- Seek new suitable contacts where applicable
- Source prices and materials for evaluation as needed
- Continually review and provide analysis and guidance on materials to the marketing team

**Measures** - *Projects delivered on time. Existing relationships maintained. New suitable contacts formed. Pre-press approval on behalf of the product managers when needed.*

### Assist in the development and training of colleagues/contractors

- Train and give guidance to colleagues/contractors on the Adobe creative suite programs and Online Requisition System
- Advise staff on best practice processes when saving design files for print and web use
- Any other training requirements as requested

**Measures** - *Staff given guidance and informed on programs/systems.*

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**Measures** - *Staff given guidance and informed on programs/systems.*

### **Other Special Projects**

- Any other special projects that may arise at any time and as requested by the Marketing team
- Any other special corporate designing projects

**Measures** - *Active participation and high standard delivery on a timely basis.*

### **General Administration Duties**

- Assist in maintaining the drives and Image/SKU Library
- Ensure all correspondence is correctly dealt with
- Ensure all accounts are coded and passed back to the Accounts Department
- Correct filing of all relevant information
- Cataloguing and archiving of Business/Sales support designs
- Keep the office areas clean and tidy

**Measures** - *Efficient administration procedures*

**Internal contacts** - Marketing Department, Sales Coordinators, PD Team, Cellar doors & Sales Business units.

**External contacts** - External Printers/Agencies.

## **Essential Capabilities and Experience**

- Tertiary qualifications in Graphic Design
- Proficient with graphics programs In Design, Photoshop and Illustrator
- Creative Flair
- Good communication and organisational skills
- Strong time management skills with the ability to efficiently prioritise workload to meet deadlines
- Ability to work independently and as part of a team
- Pride in your work with attention to detail and accuracy
- Ability to liaise with and present concepts to management and external agencies
- Possess self initiative and the ability to think outside-the-box
- Team player

## **Desirable Capabilities and Experience**

- Sales support knowledge/experience
- Experience using MailChimp program
- Self development of wine knowledge, passion for the wine industry
- Pre-press knowledge, paper stocks and finishes

Incumbent Name:\_\_\_\_\_

Signature:\_\_\_\_\_

Date:\_\_\_\_\_

Managers Name:\_\_\_\_\_

Signature:\_\_\_\_\_

Date:\_\_\_\_\_