

<b>Role Profile Form</b>	
<b>Position Title:</b>	Mid-Weight Designer (Print)
<b>Reports To:</b>	Head of Design (and Catalogue Manager when set up)
<b>Overall Job Purpose:</b>	<p>Laithwaite's Wine, the UK's largest and most trusted online wine retailer, are looking for an experienced Mid-weight Designer with proven experience, who is seeking to develop their skills further and progress to the next level.</p> <p>We are lucky to work with a team who are passionate about a product they love. Our internal design team covers a mix of projects from Direct Mail through to our e-commerce sites, but right now we are looking to build our offline catalogue team and enrich our content and design of our Main Monthly 32 page Catalogue which goes to our base of over 400,000 customers every month. There are always new and interesting products or stories to keep us on our toes and we want our customers to read about them.</p> <p>We work as a team, with buyers, merchandisers, copywriters and photographers, we're all adept at getting stuck in, supporting each other, and working to tight deadlines if needs be. You will be reporting to an experienced Head of Design who is keen to develop and grow people on the team, especially with the movement of this catalogue team to an in-house service.</p> <p>This is the perfect opportunity for a passionate experienced mid-weight designer looking for a new challenge and to help shape our approach – the right candidate could really have an impact here. The catalogue brings in the highest revenues globally every month so it's a valuable asset and one you would be responsible for. We want you to share our passion for all things design including photography, typography, branding, workflow and planning, we have the chance to make this catalogue our way, with our processes and our design input.</p> <p>If you're the type of person who is always thinking up new ways to tackle design briefs or new ways to layout a DPS to get more sales, then we want to hear from you! A creative thinker. When it comes to the editorial world of wine you need to complement your stunning designs with a true understanding direct mail and how it works in print.</p>
<b>Key Responsibilities /Skills:</b>	<ul style="list-style-type: none"> <li>• Alongside another mid-weight designer, deliver finalised designs for the main 32 page catalogue all ready for Artwork and print each month, on time.</li> <li>• With the Catalogue manager, brief and work with our photographer to produce a stunning product shots each issues</li> <li>• Creative thinker - Brainstorming and conceptualizing, forward-thinking</li> <li>• Experience – Of working on and delivering catalogues and editorial projects, pagination, layout, versioning</li> <li>• Technical - Work closely with our production team to delivery quality output</li> <li>• Up-to-date - Understand and leverage the latest trends and technologies</li> <li>• Communicate - A strong communicator, you should have the ability to articulate and support design decisions based on the brief and agreed strategy</li> <li>• Working with a design team to produce monthly output on time every</li> </ul>

	<p>time</p> <ul style="list-style-type: none"> <li>• High Proficiency with Adobe Creative Suite (InDesign/Illustrator/Photoshop a must, Digital skill sets nice to have but not necessary) and with solid understanding Typographic principals and Photography</li> <li>• Typographic principals you should be adept with, Stylesheets, Paragraph Styles, Character Styles, Correct Kerning and Leading setting, correct use of Space Before and Space After. Cascading type-scale proportional relationships. In short your type work needs to be flawless</li> <li>• Manage a relationship with our photographer, briefing shots, ensuring correct stock is set and arrives on time, quality control, continuity checking,</li> <li>• The ability to re-touch imagery from photographers or our library, you will need to be able to look at a shot and envisage it potential to be used in a story of DPS or cover shot, and then achieve that by manipulating the shot. This is a key requirement to turning a story around with limited time and budget.</li> </ul>
<b>Qualifications:</b>	<ul style="list-style-type: none"> <li>• A qualification (ideally a degree) in Graphic Design or related subject, however there's no substitute for experience.</li> </ul>
<b>Experience:</b>	<ul style="list-style-type: none"> <li>• Strong experience with Magazine/Catalogue/Editorial Print design with strong typographic skills</li> <li>• Experience of briefing photography and giving feedback on setup, lighting, quality and feel of a shot. Retouch.</li> <li>• Working with a large Design System/Language incorporating a consistent brand.</li> </ul>
<b>Personal Qualities and Skills:</b>	<ul style="list-style-type: none"> <li>• Bags of initiative and common sense</li> <li>• Energy, enthusiasm and a good sense of humour</li> <li>• Attention to detail</li> <li>• Good communication</li> <li>• Strong organisation skills with the ability to juggle workloads, work to tight schedules and prioritise when needed.</li> </ul>
<b>Remuneration:</b>	Competitive plus excellent benefits package
<b>Reviewed</b>	March 2017