

GRAPHIC DESIGNER JOB DESCRIPTION

Working with the in-house marketing team, ensuring that the brand values, identities and propositions are always portrayed correctly and consistently for Puttshack.

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Design for all campaigns and products: from brainstorm stage with the marketing team, to graphic design of all assets including emails, social media tiles, posters, a boards, menus, digital screens, website and point of sale material. From concept to print and syndication to venues. This person needs to be creative, diligent, responsible, calm under pressure, adept at working and communicating with all styles of people within the organization and a true team player.

Example development of a campaign:

- brainstorm stage
- 2/3 concepts presented as a digital poster option (creative design stage)
- pitching of ideas to brand and marketing director
- once campaign concept is approved it is adapted to all various assets (website, social media & print) - (creative artworking stage)
- finalisation of all assets to be ready for use (optimising for web, saving files accordingly for print requirements etc) - (artworking stage)

Example list of assets that need to be designed for each campaign:

- posters (A4, A5 and A1)
- website images
- social media images
- e-shot
- email signatures
- A board
- digital screen
- flyers

Liaising with suppliers, contractors, etc for the production of brand collateral assets (menu, business cards, way finding signage, drinks tokens, uniforms etc) - to make sure the artworks are supplied correctly and the products are within budget. Sourcing samples, creating mock-ups etc.

We like to have fun at social entertainment ventures, so there are many plus points to being a designer such as relaxed office atmosphere, free fruit and Friday lunches, 50% staff discount in venue and the chance to work with a variety of partner brands on creative campaigns too including Fila (Uniforms), Tanqueray (Gin sponsor) etc. Creativity is actively encouraged and all artwork created must actively make the viewer feel happy about the brand.

Update of menu artwork seasonally for all venues and the chef training documents working directly with the Executive Chef are also part of this role.

Menu portfolio includes:

- Food menu
- Packages menu
- Drinks menu
- Allergen info menus
- Custom menus for private events

This role also includes managing the shared folders, ensuring the Reservation & Events team have access to the latest versions of all menus, and updating the teams whenever changes happen.

The designer also is responsible to ensure the websites are updated correctly (new opening times, DJ calendar, online booking etc)

We work with one Printer who needs to be briefed fully by the designer from the application to the delivery date, budget and numbers for each print run. The designer is responsible for print budget management.

Design of all back of house and training documents, such as:

- training documents for kitchen staff (both venues, one for each different menu)
- recruitment posters and adverts for HR
- staff incentives posters / vouchers / venue managers announcements
- newsletters and HQ communications
- in-venue signage (venue closed, table reserved, etc)
- branded templates for Word documents, letterheads etc
- design and order business cards for all staff

Key responsibilities: -

Campaign Design – one major promotion per month

Design of marketing reports, presentations and documents for the brand & marketing director (monthly).

Design of ad-hoc graphics such as hoarding signs, adverts (e.g. TFL) & one-off promotions.

Design of ad-hoc in-venue signage and decorations (neon signs, murals etc).

Menu design

Puttshack: Design and maintenance of technical drawings for golf holes builds, instructions for vinyl installers, decorators, builders etc. Design of ad-hoc signage for golf holes.

For further information please contact georgia@socialentertainmentventures.com