

## ROLE PROFILE

<b>Job Title</b>	<b>Digital Graphics Designer</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Global Marketing
<b>Location</b>	Richmond, London / Dublin
<b>Leader</b>	Global Creative Content Manager
<b>People Leadership</b>	N/A
<b>Job Level</b>	4A
<b>Role Purpose</b>  <p>The Digital Graphics Designer will be responsible for creating and ideating design assets for social media, ecommerce platforms, and digital web, transforming client request and design ideas to beautiful high standard assets. Alongside design duty, they will collaborate with the videography team taking the video content and adding conceptual design and messaging ready for final output, to make sure that every project is aligned to the brief and request. They should be an expert in design and animation software and tools. You should have an evident passion for design illustration and typography. Ultimately, you must be a great collaborator with the ability to maximize your talent and help create the best designs for global alcohol brands.</p>	
<b>Accountabilities</b> <ul style="list-style-type: none"> <li>Responsible for ideating &amp; creating marketing/social media content, templates, assets, illustrations and animations for multiple global brands. (Include but not limited to banners, e mails, logos, badges, icons, cinemagraphic animations etc.)</li> <li>Creates visually appealing graphics, highly creative and work with a range of media and software such as adobe design software (In design, Illustrator, photoshop, premier pro a plus).</li> <li>Creatively produce new ideas and concepts and develop interactive design and independently design across multiple projects in multiple design styles.</li> <li>Prepare briefs for ideas/projects and present to the team and/or clients.</li> <li>Collaborates with the marketing &amp; social media team, and/or external designers to ensure the creation and delivery of tailored experiences for the digital user.</li> <li>Works closely and simultaneously with the videographers and copywriters between projects to deliver the high-quality campaigns.</li> <li>Research industry trends to present ideas and concepts for timely digital innovation. Ensuring best practice and graphic consistency for production delivery across platforms, i.e., desktop &amp; mobile.</li> <li>Responsible for understanding the client's brief and converting that into appealing, engaging &amp; valuable content for our Brands.</li> <li>Adhere to relevant WG&amp;S' reporting standards and governance procedures, providing information and insights, and participating in meetings related to performance management and business planning as per the William Grant Way (WGW).</li> </ul>	

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