

Job Title: Mid-weight Graphic Designer – Publications (Maternity Cover)
Department: Creative
Reports to: Senior Graphic Designer – Publications Team Lead

Role Overview

Responsible for the design and execution of brochure creative, seasonal brochures, branded publications, associated mailings, under the direction of the Senior Designer Team Lead and Head of Creative.

The principle focus will be the seasonal suite of direct mail brochures, covering all product categories, with emphasis on The Little White Company, responding to the requirements and timetable specified by marketing, the Marketing Director, and the Buying-group Directors.

Supporting the publications design team - the role requires publishing design expertise, and the ability to translate the pagination/page requirements deemed commercially appropriate by the business, into a desirable and customer appealing suite of publications. Working closely with the Content & Editorial team, translate the White Print themes, and commercial priorities into vibrant, class leading publications.

The successful candidate will have experience of working in printed media, and be thoroughly versed in direct mail, in both fashion and home sectors. Experience in the childrenswear market would be an advantage.

Main Duties and Responsibilities

In response to the White Print and the Seasonal marketing calendar, design The Little White Company brochure content to seasonally enhance the brand values of TWC and elevate the product to best advantage. Collaborate with the content, brand, and editorial

team, the shoot production team, and the marketing teams, to ensure all required product is planned and placed within the suite of brochures.

Working closely with Marketing, Editorial and Buying & Merchandising teams to translate the main brochure mailings into reduced format mailings throughout the year.

Develop campaign design concepts to a high degree of accuracy and finish, setting typographic style, design specifications and InDesign style sheets.

Support the Production Team with the briefing of Stylists, Photographers and Art Directors for The Little White Company, ensuring the concept is well understood, and that the appropriate product samples are available at time of briefing.

Manage deadlines and ensure conceptual work is completed in sufficient time for production processes. Manage multiple briefs and communicate progress accurately to design and production colleagues.

Work closely with the Artwork Team, managed by the Production Manager, to brief Artworkers on conversion of detailed, and accurate layouts to print and repro-ready artwork, to the critical path.

Demonstrate strategic thinking and commercial understanding when working with Buying & Merchandising to design brochure pagination and layout. Build good working relationship with Buying & Merchandising.

Constantly maintain awareness of new trends in design and how these can be appropriately applied to the brand. Capture and share with colleagues.

Liaise with the Image Managers and the Shoot Producers to ensure the images used are current, available, relevant, and have the appropriate usage rights for the required channel.

Key Skills and Qualifications

A minimum of 4 years graphic design experience designing for retail print, preferably internationally.

Expert knowledge of Adobe CS5 Creative suite, emphasis on InDesign, and use of style sheets and tables, ability to import data into layouts.

Highly creative with the ability to bring new ideas and concepts while maintaining The White Company brand integrity.

Flexible and responsive, constantly looking for more efficient and inventive ways of delivering the seasons designs.

Fluent English speaker, with an eye for detail and the ability to highlight inconsistencies.

Ability to manage multiple briefs and deadlines, applying appropriate priority.

Good time-management skills.

A strategic thinker.

Strong portfolio of forward-thinking design projects.