

Job Title: Graphic Designer			Region International
Department: Design			Written By Jon Edwards
Date Created 4 th January 2017	Review Date	Reviewed By	
Position in Organisation <ul style="list-style-type: none"> • Reports To: Design Manager • Directly Supervises: None 			
Main Purpose of Job <p>To create design solutions with a high visual impact that also delivers on content while adhering to corporate brand standard. Primary responsibility is assisting with the tactical execution of marketing projects for all STR offices internationally</p> <p>This position requires someone with flexible work hours that is available as early as 6 a.m. Eastern time on a regular basis.</p>			

Key Responsibilities and Accountabilities

1.1 Design
<ul style="list-style-type: none"> • Design within the company branded guidelines • Working in a PC-based system, this position will be a primary designer and producer of content, including photos, info graphics and other design-related elements to the STR suite of products and data • Design infographics to relay data and research in a more visually compelling way • Act as brand champion to ensure all brand standards are met • Create new and exciting visuals to tell data stories, educate target audience and sell products

1.2 Project work
<ul style="list-style-type: none"> • Participate in and contribute to projects as required including the STR website and its various functions as well as STR-related marketing materials, email campaigns, presentations, exhibitions and the application of our corporate identity. (IE: Design email graphic, PPT graphics, etc.) • Design and produce advertising for industry publications, association newsletters and conference on a monthly basis within an allocated budget. • Create promotional email campaigns using MailChimp or comparable online platform; including but not limited to, sales promotions and corporate newsletters requested from individuals throughout the company. This is on a weekly and monthly basis. • Create graphics for use on social media channels e.g. Twitter, LinkedIn and Facebook • Assist with the creation of market presentations in PowerPoint and provide visuals upon request

1.3 Communications
<ul style="list-style-type: none"> • Facilitate design discussions with department leads throughout STR to ensure goals for materials are met and design concepts are developed and delivered • Attain an understanding of different cultural aspects of the internal locations and markets and translating this into

This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

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marketing design.

1.4 Organisation

- Organise design files store in correct soft and hard copy folders (i.e., PDF brochures, flyers, giveaways, etc.)
- Use of internal project management tool (Trello) to manage, prioritize and keep track of all design related work

1.5 Commit to being an active member of the team and on-going personal and professional development

- Keep up to date with market developments in the industry
- Attend training and actively seek to continually enhance understanding of STR products and value proposition
- Attend marketing events, team meetings, kick off meetings and functions as required
- Adhere to all STR processes and policies and maintain customer confidentiality
- Ensure STR brand and corporate values are evident to the customer at all times
- Understand and adhere to the STR vision and our values

Core Competencies

Competency	Knowledge
Industry Knowledge	Familiarity with the hospitality and tourism industry would be beneficial.
Technical Expertise	Proficient with MS Office (Outlook, Word, Excel, and Powerpoint).
Customer Focus	Excellent relationship building skills. Has the ability to maintain confidentiality at all times. Consistently focused on delivering an excellent customer service experience.
People Skills	Able to interact with people at all levels within the organisation including senior level staff. Builds productive internal and external relationships. Ability to collaborate with others to ensure objectives are achieved. Experience of working within an international environment is preferred but all candidates must demonstrate an understanding of what it means to work for an international organization. A keen desire to learn about regional variations and how that impacts design and marketing.
Adaptability	Tenacious and positive attitude. Responds positively to change in workload or schedule. Ability to work within a team and independently. Ability to work effectively in a fast-paced and ever changing environment with diverse personalities and work styles.
Delivers Results	Able to work independently and effectively. Good organisational, able to prioritize and balance multiple projects simultaneously, including some within tight deadlines.

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Specific Job Competencies

Competency	Expectation
Education	Bachelor Degree or equivalent. Recent graduates with strong skills and job related work experience are preferred.
Language Skills	Fluent in English, written and oral. A Second language is desirable.
Technical Experience	Familiarity and experience with using up to date Adobe Creative Suite (InDesign, Photoshop, Illustrator and After Effects). Experience using Email Marketing Software (i.e., MailChimp, Emma, Constant Contact, Vertical Response). Knowledge of editing and uploading images to any listed email clients is preferred. Ability to use CRM tool such as Sales force. Basic knowledge of print production process Good understanding in HTML. Experience of using and managing social media platforms.
Attention to Detail	High attention to detail and quality.
Communication	Good communication skills, written and oral. Conveys information in a clear, concise and professional manner. Asks effective questions and asks feedback to understand needs. Able to understand needs of international colleagues despite possible language barriers. Through building relationships and communicating clearly and regularly to improve credibility and own understanding. Thoroughly assess and understand the needs of international departments.
Organisation	Excellent creative and organizational skills who is able to prioritize and balance multiple projects simultaneously, including some within tight deadlines.

Job Context

Competency	Expectation
Location	This role is based in Cleveland.
Key Contacts and Relationships	Internally – including all international departments based in London, Singapore, Dubai etc.