



Graphic Designer

Classification: Non-exempt

Supervisor: Marketing Director

4/6/2018

Job Overview

2 Towns Vision:

We aspire to create craft cider that is accessible to the people, utilizing the most advanced brewing standards, and quality Northwest ingredients, without being afraid to do things a little differently. Much like our product, 2 Towns as a company is fun, unique, and filled with energy. Our crew is what makes what we do possible, and we are committed to fostering an environment of fairness, empowerment, and security.

Job Summary:

Our Marketing Department is seeking a creative Graphic Designer with experience in both print and electronic media. We are looking for someone who can take creative input from a group and develop compelling and professional images, layouts and designs that capture the 2 Towns Ciderhouse look & feel. This position will be involved in everything from planning, creative brainstorming, design, and execution of marketing communication materials, including but not limited to; online images, printed sales materials, advertisements, product packaging etc. The ideal candidate will possess the ability to manage multiple project deadlines and keep projects on track for completion with each identified deadline, while performing the bulk of creative graphic design work, and collaborating with others on the team as necessary in a quick turnaround environment. The ideal candidate will have experience generating graphics for print medium as well as for screen and a mastery of vector illustration and photographic manipulation is desired. Familiarity with the Adobe Creative Suite including Illustrator, Photoshop, InDesign and Dreamweaver. Photography skills and or video editing abilities are a bonus.

Essential Duties and Responsibilities

- I. **Project management**
 - Organizes and drives design projects according to associated deadlines and project needs
 - Communicates with the Marketing Director and other project stakeholders in order to keep team informed of ETA of deliverables.
 - Maintain an organized project que with visibility to effected departments.
 - Assist in creation of graphic design request SOPs for sales staff, distribution partners and retail partners.

- II. **Create Visual Media**
 - Use graphic design software (Adobe Creative Suite) to create and edit branded documents for print, web, presentations, and other communication channels.
 - Effective use of stock design files, and creation of original designs when appropriate.
 - Work closely with Marketing Director to achieve specific marketing/business objectives, and maintain brand cohesiveness throughout all deliverables.
 - Finalize and optimize artwork files to final specifications of specific media requirements, free of errors or mistakes.

- III. **Additional Marketing Duties**
 - Follow standard protocol for maintain file organization and distribution.
 - Additional duties as assigned by Marketing Director

- IV. **Miscellaneous**
 - Attend quarterly All Staff Meetings
 - Attend and assist with the Annual Harvest Party
 - Adhere to all policies outlined in the Employee Handbook, as well as all company safety policies and procedures

Preferred Skills & Abilities

- Extreme attention to detail, and eye for design aesthetic
- Creative artistic ability, grounded in business/marketing objectives
- Understanding of Strategic Marketing principles
- Excellent time management skills. Project management experience, and ability to balance and prioritize multiple projects with differing and/or competing deadlines
- Ability to balance quality needs/requirements of each deliverable with time constraints, make judgement calls on where time is best invested
- Knowledge of best practices for efficiency in design software. Use of macros, shortcuts, and layer organization
- Graphic animation capabilities a major plus

- Photography and/or video production not required, but a plus
- Website management experience (WordPress)
- Motivation to make a difference in an entrepreneurial environment
- Friendly, approachable, and professional attitude and social skills
- Strong team player qualities. Able to work independently as well as part of a dynamic team
- A proactive work ethic with high standards of quality
- Excellent written and verbal communication skills
- Ability to train others
- Flexibility in both schedule and duties
- Patience and willingness to work through conflicting input or feedback, respect team input, and ability to compromise toward achieving the best result
- Ability to gracefully receive constructive criticism
- Passionate about craft beverage industry (Cider, Beer, Wine, Mead)
- Willingness and ability to travel (infrequent)

Required Minimum Qualifications

- 21 years or older
- Education: College degree in media communications, marketing, or graphic design
- Experience: 1-2 years in a similar or related field
- Mastery of Adobe Creative Suite (especially Illustrator, Photoshop, In-Design, Acrobat)
- Familiarity with PMS color management for off-set press printing
- Experience designing marketing materials / graphics for business, consumer goods, or commercial packaging
- Proficiency with Microsoft Office Suite and Google Business Apps (Gmail, Calendar, Drive, Docs, etc.)
- Able to move 50lbs laterally using a hand truck, or lift 35 pounds using own strength

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit; walk; use hands to move cases; reach with hands and arms; stoop, kneel, crouch, or crawl; talk and hear; visually count.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the

essential functions. The majority of this position will operate in a professional office environment. This role routinely uses standard office equipment. Due to the traveling nature of this position (about 30% of the position), some work will be done remotely. Most travel is done within the local area; occasional overnight stays will be accommodated by the company.

Compensation and Benefits

2 Towns Ciderhouse offers competitive wages that will be determined by experience and may include health insurance, monthly merchandise credit, 401k & profit sharing/bonus opportunities, and paid time off. Benefit eligibility is dependent on job classification and hours worked. Complete details are outlined in the 2 Towns Ciderhouse Employee Handbook.

To Apply:

To be considered for this position, please submit:

1. Your resume
2. A cover letter that summarizes your relevant experience and why you want to work for 2 Towns Ciderhouse
3. A minimum of three (3) work samples including some background on the project, and what level of involvement you had over the finished result.

to jobs@2townsciderhouse.com by 12p (midnight) on Sunday, April 22nd 2018.

Please note that resumes submitted without a cover letter or work samples will not be considered. Please, no phone calls about this position.

2 Towns Ciderhouse is an equal opportunity employer.