

Enatel

Position Description

Position: Graphic Designer

Department: Marketing

Reports to: Head of Marketing

Position Purpose:

The primary focus of the Graphic Designer is the creation of high-quality, engaging graphics design for use in Enatel's marketing material.

The Graphics Designer will build, maintain, and manage creative, memorable, and consistent digital assets and imagery.

Key Tasks:

- Being at the forefront of Enatel's digital marketing as a go-to resource for online artwork, animation, visual content, and web design prowess.
- Being a key contributor working with Product and Sales Managers on roadmaps, launches, developments and other deadline-driven projects and campaigns to grow Enatel's profile, brand, and successes.
- Capturing and creating social media content with focus on growing our following.
- Utilising Adobe Creative Suite to develop and maintain on-brand collateral such as product sheets, case studies, multimedia collateral and product videos.
- Developing internal and external business documentation and sales collateral.
- Creating and contributing compelling imagery for social media – including interactive design.
- Delivering and maintaining portfolio of images for digital promotion and brochures.
- Delivering and maintaining a portfolio of icons and graphics for digital use and infographics.
- Ensuring all messages are supportive of and consistent with strategies.
- Supporting the coordination and delivery of internal/external events and projects.
- Providing support of brand guidelines and guidance to internal customers to ensure brand consistency

Health & Safety:

- Ensuring all Health & Safety policies and rules are followed, with all tasks completed in a safety conscious manner.
- Adhere to all health and safety policies whether at our Christchurch premises or elsewhere.

Environmental:

Enatel is committed to minimising the environmental impact of our operations and products.

- Ensuring Environmental policies and processes are followed.

General

- Any other tasks or duties as required by your Manager and/or the business.

Key Relationships:

Internal	External
<ul style="list-style-type: none"> • Leadership Team 	<ul style="list-style-type: none"> • Media – video, web & app developers
<ul style="list-style-type: none"> • Sales & Marketing teams 	<ul style="list-style-type: none"> • Channel Partners & End-users
<ul style="list-style-type: none"> • Engineering 	<ul style="list-style-type: none"> • External Suppliers & Contractors
<ul style="list-style-type: none"> • Project & Product Managers 	

Person Specification:

Attribute	Essential
Skills & Competencies	<ul style="list-style-type: none"> • Functional/Technical Skills - has the functional and technical knowledge and skills to do the job at a high level of accomplishment. • Creativity – comes up with a lot of new and unique ideas. Tends to be seen as original and value-added in brainstorming settings. • Drive for Results – <u>can be counted on to exceed goals successfully. Steadfastly pushes self and others for results.</u> • Action orientated - enjoys working hard and is full of energy for the things he/she sees as challenging. • Integrity and Trust – Is seen as a direct, truthful individual; is widely trusted. • Process Management - good at figuring out the processes necessary to get things done. • Problem Solving – looks for opportunities to resolve issues and solve problems. Learns quickly when facing new problems. • Organising and Planning -Uses resources effectively and efficiently. Accurately scopes out length and difficulty of tasks and projects. Sets objectives and goals. • Customer Focus – Is dedicated to meeting the expectations and requirements of internal and external customers. Establishes and maintains effective relationships with customers and gains their trust and respect. •
Experience & Knowledge	<ul style="list-style-type: none"> • 5yr+ experience working in a fast-paced, B2B company, ideally in technical product or manufacturing industry. • A strong knowledge of layout and design fundamentals in web and print media. • Building & designing website pages, with an emphasis on user experience. • Desirable is interest in and experience with photography and video.
Qualification / Licenses	<ul style="list-style-type: none"> • Tertiary Marketing qualification.