

**Guayaki Sustainable Rainforest Products, Inc.**  
**JOB DESCRIPTION**

**JOB TITLE:** Graphic Designer  
**DEPARTMENT:** Brand  
**REPORTS TO:** Project Manager

**APPROVED BY:**  
**APPROVED DATE:**  
**CLASSIFICATION:** Exempt

**SUMMARY:** Responsibilities include editing current packaging and marketing materials, create archival systems, assist with website changes and with the creation of new materials.

**DUTIES AND RESPONSIBILITIES:**

The following reflects management's definition of essential functions for this job but does not restrict the tasks that may be assigned. Management may assign or reassign duties and responsibilities to this job at any time due to reasonable accommodation or other reasons.

- Manage packaging updates and maintain version control.
- Ability to edit documents in Photoshop and Illustrator.
- Facilitate new product packaging details and ensure consistency across product lines.
- Responsible for the preliminary review of proofs for accuracy.
- Attend press checks and color call outs, for approval
- Ensure packaging updates are effectively communicated to team.
- Assist team with product launch deadlines – specifically product labels, packaging and marketing materials updates.
- Generates and updates marketing material and print collateral (Brochures, coupons, sales sheets, price lists, business cards, menus. etc.).
- Interfaces with Brand, Sales, Social Media and Graphic team members to ensure company look and feel are translated and applied consistently.
- Maintains company brand guide.
- Works closely with Quality departments to ensure packaging and marketing materials are compliant to regulatory and certification standards.
- Communicates with vendors.
- Facilitates and tracks website updates submitted to website host and associated web store platforms (i.e. Amazon).
- Create and maintain Creative Tracking Report.
- Create photo and marketing material archival system within shared drive.
- Act as a point of contact for event and PR related creative assets.

**QUALIFICATIONS:**

- Bachelor's degree and/or minimum 2-4 years related experience or equivalent.
- Proficiency in Adobe Creative Cloud (Photoshop, Illustrator, & InDesign).
- Proficiency in Microsoft office (Word, Excel and PowerPoint)
- Strong written and verbal communication skills.
- Exceptional prioritizing and organizational skills.
- Highly detail oriented and the ability to work with tight deadlines.
- Experience working between many different departments.

- Comfortable with a day to day routine that varies frequently.
- Ability to multi task in a lively work environment.
- WordPress, Web, HTML experience a plus.
- Experience with social media platforms a plus.
- Mail Chimp and Amazon Seller Central experience is a plus.
- Photography experience is a plus.

**PHYSICAL REQUIREMENTS:**

While performing the duties of this job, the employee is frequently required to do the following:

- May sit or stand to complete work at a computer for many hours during the day.
- Heavy use of the computer.
- Utilize visual acuity to operate equipment, read technical information, and/or use a keyboard.
- Accurately complete detailed forms and reports.