

# Rejuvenation

10 July 2017



<b>Department</b>	Marketing Department
<b>Job Title and Description</b>	Graphic Designer
<b>Reports to</b>	Department Manager

## Work Focus

- Conceptualize, design, solve problems, and produce effective marketing communications as part of the Marketing Department
- Promotion of the brand and the company
- Dissemination of appropriate information about Eden food items, their uses and benefits
- Engage in food and marketing industry developments including design methods, computer utilization, food studies, and Eden Foods' role.
- Provide marketing support to retailers, and a distribution network.

## Duties and Responsibilities

- A. Carry out projects assigned by the Marketing Department
- B. Design brochures, catalogs, labels, packaging, flyers, advertisements, trade show graphics, signs, videos, stories, and other promotional imagery
- C. Create digital graphics for various formats
- D. Illustration, photography, image manipulation, size and color adjustment, and messaging
- E. Assist in developing of strategy, techniques, educational methods, copy writing and proofing, for effective sales results
- F. Communicate with vendor staff and Eden personnel as appropriate.

## Job Requirements

- A. An experienced and developed design sensibility. Know-how and expertise in graphic design. Developed language and communication skills.
- B. Proficient knowledge of graphic software programs, computer use, color and light, office equipment - e.g. Adobe Creative Suite, Microsoft Office, printers, cameras, etc.

This is not an all-inclusive explanation. All of us perform duties as necessary and developing. Eden Foods reserves the right to modify duties and responsibilities. This job description does not constitute a written or implied contract of any sort.