

# THE ADVENTURE COMPANY

FIRST FOR ADVENTURE

<b>Job Title:</b>	<b>Graphic Designer</b>
<b>Department:</b>	Marketing
<b>The Company:</b>	The Adventure Company is a tour operator based in Alton, Hampshire specialising in adventure holidays. The company is part of the TUI PLC Group of holiday companies, the world's leading travel and leisure company. The Adventure Company has around 40 staff with a passion for creating and operating inspirational holiday experiences to destinations across the globe.
<b>Description of role:</b>	<p><b>Creative:</b> Responsible for designing and delivering all The Adventure Company's collateral. This includes press ads, mailers, maps, eshots, inserts, customer packs and stand graphics. Experience of Indesign and Photoshop essential.</p> <p><b>Dept Help:</b> Assist with ad hoc projects, such as proofing copy and lead the management of the company's image library and brand.</p>

<b>Relationship to others:</b>	Reports to Marketing Manager within a team of 5 marketing staff, inc Web Manager, DM Exec and Marketing Exec. You'll also work with external designers on the larger brochure project.
<b>Objectives/Accountabilities:</b>	<p><b>Design</b></p> <ol style="list-style-type: none"> <li>1. Follow briefs, verbal or written, to design and deliver artwork for all the direct marketing activities, press ads, inserts, stationery, etc on time.</li> <li>2. Creative input is required to make the materials look eye-catching and fresh</li> <li>3. Work will be both off and online. For the latter you will develop web graphics for the site and banner ads.</li> </ol> <p><b>Brochures</b></p> <ol style="list-style-type: none"> <li>1. Design various elements within the brochures . maps &amp; climate charts</li> <li>2. Manage images and proofs to help ensure the brochure project is delivered on time.</li> <li>3. We produce four annually.</li> </ol> <p><b>Dept Support</b></p> <ol style="list-style-type: none"> <li>1. Manage the Photolibrary . uploading new images</li> <li>2. Be the brand guardian, ensuring the company is represented consistently across all internal and external materials.</li> </ol>

<b>Budgetary responsibilities:</b>	Budgets set by Marketing Manager and allocated by project. The job holder is required to work within the budget limits for specific activities.
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<b>Supervisory responsibilities:</b>	None
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<b>Performance Standards:</b>	<p><b>Design</b></p> <ol style="list-style-type: none"> <li>1. Deliver all collateral on-time and to brief</li> </ol> <p><b>Brochures</b></p> <ol style="list-style-type: none"> <li>2. Deliver all brochure elements to deadline</li> <li>1. Ensure content is accurate</li> </ol> <p><b>General</b></p> <ol style="list-style-type: none"> <li>1. Achieve a high level of accuracy in all work</li> <li>2. Consistently meet deadlines</li> <li>3. Remain flexible and be ready to assist and get involved in all areas of the business if required.</li> </ol>
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<b>Qualifications/Experience:</b>	<ol style="list-style-type: none"> <li>1. Graduate calibre</li> <li>2. Brochure production experience, preferably from within the travel industry.</li> <li>3. Skilled at using a MAC with Indesign, Photoshop and Illustrator is essential.</li> <li>4. The ability to manage various jobs at any one time to meet deadlines is essential.</li> <li>5. Someone who demonstrates personal pride in their work and is meticulous in checking all areas to ensure details are correct is essential.</li> <li>6. The successful candidate will be a social person and a positive member of the team.</li> <li>7. Good grasp of English and an interest in travel preferred.</li> </ol> <p><b>General</b></p> <p>This role requires a flexible approach because of the diverse nature of the activity involved. The role requires someone who is energetic, hardworking and practical.</p>
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