# SUSANNE KAUFMANN

Role: Junior Designer
Reporting to: Graphic Designer

Based: United Kingdom, London (Hybrid), Full Time

#### ABOUT SUSANNE KAUFMANN

A leader in the natural beauty space, Susanne Kaufmann is known for effective skincare powered by natural ingredients from the Alpine regions of Austria and Switzerland. With offices in Bezau, Austria, as well as London and Munich and available in leading retailers worldwide, the brand is recognised as a pioneer in responsibly produced, efficacious skincare with founder Susanne Kaufmann at its helm.

### THE ROLE

We are looking for an in-house Junior Designer to join the global marketing team at Susanne Kaufmann. You will support the brand's Graphic Designer and collaborate closely with the wider marketing as well as ecommerce team, creating both digital and print-ready assets that clearly communicate key brand and marketing messages in an easy-to-understand, visually compelling way suitable for a luxury brand. Passionate about luxury and beauty, you will have a strong foundation of good design principles but also be on the pulse of design innovation and trends, eager to learn and happy to contribute to team planning sessions and share creative ideas.

### **OBJECTIVES & RESPONSIBILITIES**

- Work closely with the Graphic Designer to prepare and roll out all design asset requirements for seasonal as well as ongoing marketing campaigns and projects, taking and creating initial designs and preparing them for print or digital upload
- Supporting the marketing and wider teams in the artworking of point-of-sale (POS), window and
  other printed graphics, as well as digital collateral across website, email, paid social and other
  advertising, and social media
- Create and edit engaging videos and GIFs for digital channels including organic and paid social media
- Be a brand guardian, ensuring the brand guidelines are adhered to in all work and helping ensure that design touch points globally are consistently of high standard
- Ongoing industry and trend research to help ideate and develop design concepts and graphic treatments

## **KEY SKILLS & ATTRIBUTES**

- Multidisciplined designer with proven experience of both digital and print design
- Passion for design and creativity
- Strong eye for design, composition, and typography
- Good knowledge of print processes
- Creative team player with positive attitude and natural curiosity about design
- A self-starter who is able to work independently as well as part of a team; a clear communicator, who is honest and transparent
- Good organisational and time management skills, comfortable interpreting design briefs and prioritising work to meet deadlines when working on multiple projects simultaneously
- Able to take on board constructive feedback and interpret accordingly
- Good knowledge of graphic design and experience with Mac OS and Adobe CC Suite in particular InDesign, Illustrator and Photoshop.
- Good working knowledge of Adobe InDesign, Illustrator, Photoshop plus After Effects and/or Premiere
- Previous design experience will be advantageous, ideally within the luxury/premium sector