

JOB DESCRIPTION

JOB TITLE:	Apparel Graphics & Branding Designer
DEPARTMENT:	Head Office
REPORTS TO:	Senior Designer
ROLE TYPE:	Full- Time
LOCATION:	Cheltenham, Gloucestershire
SALARY:	Competitive

THE ROLE

As Apparel Graphics & Branding Designer you will be responsible for creating seasonal assortments of graphic designs and product branding to support collections from initial conception through to final production. Collaborating closely with the Head of Design and the design team, you will focus primarily on packages for Sportswear, Technical Ath-Leisure product and branding for Outerwear. An eye for detail and a passion for creating innovative and highly commercial graphics is essential.

GENERAL RESPONSIBILITIES

- Designing premium quality, brand appropriate graphic and branding assortments to compliment seasonal collections.
- Create of a diverse yet cohesive range of original, highly commercial and eye catching graphic artworks suitable for the Holland Cooper customer.
- Develop a wide range of graphic and embroidery techniques and fully spec all artworks to send directly to supplier.
- Produce clear and accurate design specifications to communicate artworks to the supplier.
- Work alongside designers to create all Product Branding, including garment badges, labels, metal hardware, interior labels and packaging.
- Develop strong relationships with individual suppliers to support the development of the product and day-to-day communications.
- Regularly provide and collate relevant research over current trend, competitor analysis, street style and vintage archives.
- Generate original hand sketches to support marketing and social media collateral.
- Liaising with wider business stake holders such as merchandising and buying on seasonal sales figures to inform future collections.
- Provide support to the wider business in areas such as paper marketing and e-commerce.

CANDIDATE PROFILE / SKILLS & EXPERIENCE

- A passion for creating intricate, high quality graphic artworks utilising a range of mediums such as embroidery, fabric layers, multiple print applications, and hand sketch abilities
- An uncompromising eye for detail with a high taste level
- Experience in creating a wide range of graphic techniques for apparel
- Knowledge of branded Apparel / Sportswear market with good commercial awareness is critical
- Good understanding of branding
- Factory / Supplier experience
- Good communication and presentation skills
- Organised with a disciplined adherence to Critical Path and deadlines
- Able to handle multiple demands and competing priorities
- Comfortable with a fast pace working environment and as such, adaptable to change
- Fully competent in any software such as Adobe Creative Suite, needed to complete the role

Please send your CV and covering letter to careers@hollandcooper.com
Direct Applicants only