

## POSITION DESCRIPTION

**JOB TITLE:** Sr. Graphic Designer, Print (20 month contract)  
**DEPARTMENT:** Marketing  
**REPORTING TO:** Marketing Director

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The Daiya promise is simple: to delight your senses with our wide range of plant-based foods. Whether you're craving the ooey-goey goodness of a grilled cheese, the cheesy comfort of thin-crust pizza or even the decadent delight of ice cream bars, Daiya makes it easy to indulge in all of the mouth-watering meals you once considered off limits! An industry leader in innovative plant-based foods, our products are all proudly free from dairy, gluten, and soy.

Reporting to the Marketing Director, the Sr. Graphic Designer will be responsible for leading the development of strong and breakthrough creative ideas and concepts for various organizational needs. Through different platforms, assist in designing and delivering ideas, social and visual assets to clearly articulate conceptual direction.

### Job Responsibilities:

#### Technical

- Lead packaging design from conception to production, and ultimately seeing it in retail shelves
- Project manage the design and production of all packaging and print jobs, handling multiple priorities and timelines
- Thoroughly understand product design briefs, asking pertinent questions and sourcing critical pieces of information as needed
- Lead photography and art direction for product packaging
- Generate post-production assets: digital mock-ups, renderings and/or physical mock-ups as required
- Deliver flawless print-ready artwork files, as well as production and assembly specification documentation to external vendors. Oversee the production of press and print material from electronic artwork stage through to completion and delivery.
- Put forward improvements to current layouts/designs and existing processes.

#### Leadership & Communication

- Collaborate with team members, manager, and suppliers to understand, align, and activate against priority projects
- Strong business communications skills, ability to influence and detail orientation.
- Exhibit leadership and accountability; can move a team towards a common goal through a respectful, collaborative approach.
- Manage and delegate projects and train reports to ensure proper internal and external materials are executed and quality levels are measured. Review/provide feedback/approve artwork prior to final production to ensure cohesive and high-quality communications are being met.
- Generate development plans for reports.

### What Will Make You Successful in This Role:

- 5+ years of related experience in a creative designer role (i.e. ad agency, freelance or in-house studio). Bachelor's Degree in Fine Art Design, Graphic Design, Marketing or related discipline.
- Deep understanding of marketing principles supporting the ability to manage a brand's visual identity effectively and to develop impactful marketing creatives and strategies.

- Have knowledge of legal, operation and print packaging requirements and will assist in maintaining and keeping design files and assets up-to-date and organized.
- Have a sense of urgency, ability to multitask and work confidently under pressure with a varied workload of competing priorities and deadlines.
- A strong sense of time management and ability to collectively keep project stakeholders on task while adapting in a changing environment is crucial for this role.
- High Level of Proficiency with Adobe Photoshop, Illustrator, InDesign and project management toolkits.
- Previous experience managing a design team.