



SMILES WANTED!



FOCUS on Making People Happy!

At FOCUS Brands, our mission is to FOCUS on Making People Happy!

In addition to the requirements outlined below, an important part of this role will include living up to the following mission and values . . .

OUR GUIDING VALUES:

- **Aim High:** we believe that each person should set personal goals to follow their dreams and we are committed to providing opportunities for people to achieve them.
- **Be The Best:** We believe in the unlimited potential of every human being and we believe that each of us has the opportunity to be the best we can be.
 - **Get Results:** We believe that achieving results is the primary reason we come together as a team and we have a relentless commitment to beating last year's results and achieving our long-term goals.
- **Do What's Right:** We believe that all of us have the responsibility to conduct ourselves with integrity and to treat everyone with respect.
 - **Go Green:** We believe that environmental sustainability is a worth goal and should play a role in all our decision making.
 - **Have Fun:** We believe that life and work are meant to be enjoyed and having fun is part of our success.
 - **Give Back:** We believe that each of us has the responsibility to help improve our communities and we work hard to make a difference in the lives of people around us.

Role	Sr. Graphic Designer
Operating Company	Focus Brands
Business Unit	Creative Services
Reports To	Sr. Director, Creative Services

HUMAN RESOURCES ONLY	
Prepared By	A.Allen
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Exempt	X
Non-exempt	

ACCOUNTABILITY

The Sr. Graphic Designer will be responsible for managing various graphic design projects for Focus Brands to enable achievement of targeted goals and objectives each year.

PRIMARY RESPONSIBILITIES

- Create production-ready artwork for reproduction as directed.
- Produce copy and/or taglines for campaigns, POP, and marketing materials as directed.
- Successfully partner with various cross-functional business units/team members as well as with other production artists, such as agency resources, graphic artists, or art directors to achieve desired results.
- Collect and compare bids from suppliers and vendors for management review.
- Assist in preparation for meeting exhibits and materials as needed.
- Assist in other special graphic design projects as directed by the Director of Carvel Marketing.
- Collaborate with executive leadership for FOCUS Brands on establishing policies, standards and overall brand consistency across all business units.
- Participate in the strategic development, and creative design development of corporate websites relating to e-blasts and promotional efforts.
- Develop innovative point of purchase display and signage concepts for Focus Brands as well as best-in-class product packaging and co-branding concepts.

DESIRED KNOWLEDGE, SKILLS & ABILITIES (KSAs)

- Bachelor's degree in advertising design, graphic design, communications design, or commensurate experience with any bachelor's degree.
- Quick service, international franchise operations, hospitality industry experience a plus.
- Superior design and/or production skills with emphasis in package design, sales collateral, logos, corporate publications and brochures.
- Thorough understanding and extensive knowledge of graphic design, mechanical and digital production techniques, and printing processes.
- Macintosh computer skills with expertise in Adobe Photoshop, QuarkXPress, Adobe Illustrator or Freehand, Microsoft Excel, Filemaker Pro, Microsoft Project (or equivalent).
- Excellent interpersonal skills with a demonstrated ability to be flexible and effectively work with others as a team.
- Possesses a high degree of drive and ability to produce results/accomplish goals in a fast-paced work environment.
- Excellent communication, organization and problem solving skills.
- Demonstrated track record for flexibility and urgency in prioritizing and organizing projects in a fast-paced work environment.
- Proficiency in Microsoft Office software: PowerPoint, Word, Excel, Outlook, Project