

TITLE: Graphic Designer

Company Description

At Archer Roose, we've always had an appreciation for the boundary pushers, the feather rufflers, and the unconventional explorers. This is why we've partnered with adventurous winemakers all around the world to bring you a better, cleaner glass of wine that inspires connection to yourself and others in a format to fit your lifestyle.

We believe that you should pay for the wine, not the packaging. Archer Roose produces gluten-free, vegan friendly wine from celebrated wine regions around the world, in kegs and cans.

We are growing, and growing fast. This is why we are looking for intellectually curious, fun people who are unafraid to venture into the unknown. If joining an energetic, fun and creative team sounds like something that gets you excited, consider the job below!

Purpose of this Job

As Graphic Designer, you will be tasked with creating engaging content and on-brand graphics for a variety of media. You will report to the CMO while working closely with our VP of Sales. This role includes the entire process of defining requirements, visualizing and creating graphics including illustrations, logos, layouts and photos. You'll be the one to refine and take part in shaping the visual aspects of websites, POS, product packaging elements, sales exhibitions and more.

The Graphic Designer must be proactive in looking for ways to help Archer Roose attain profitable growth through the sales and distribution of our brands, be a leader in developing innovative, consumer-focused marketing programs and design elements, and driving brand awareness through on-trend, innovative package and collateral design.

You will work in coordination with the several functional teams to develop media to enhance brand innovation, marketing programs, and point of purchase that drive sales and brand awareness for Archer Roose brand portfolio. You will lead supporting collateral design for existing brands as well as new brand concepts and product extensions. You will support digital traffic and improve brand awareness through the creation of social media graphics and the creation, design, maintenance, and enhancement of brand-related assets.

Some of your responsibilities will include:

- Develop creative ideas for Archer Roose brands and branding elements including package design
- Enhance design elements of products and elements within current brands portfolio ● Create promotional merchandising materials
- Contribute to the development and delivery of brand and innovation selling tools
- Work on front-end web design and customization for our website

- Finalize and prepare artwork for print
- Work with graphic design teams within our distributor network
- Maintain and update an asset portal for use by our distributor partners

Required Skills

- Proven graphic designing experience
- A strong portfolio of illustrations or other graphics
- Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver, Photoshop)
- A keen eye for aesthetics and details
- Excellent communication skills
- Ability to work methodically and meet deadlines
- Ability to work independently and in team environments
- Comfortable working in a fast-paced, ever-changing environment
- 2-5 years of experience in CPG or similar field preferred
- Degree in Design, Fine Arts or related field is a plus

Compensation

Full-time/benefited/exempt, with lots of professional development opportunities. Compensation depending on experience, abilities, and location.

All Archer Roose employees are currently working remotely, and we are location flexible for the right candidate. Preference for candidates based out of Boston or New York City.