

Packaging Design Lead

Remuneration:	market-related
Location:	Cape Town
Job level:	Senior
Type:	Permanent
Company:	THE SKILLS MINE (PTY) LTD

Requirements

- Bachelor's degree in graphic design and art or equivalent graphic design qualification
- Packaging diploma
- At least 10 years of packaging and brand design experience with an outstanding working knowledge of concept artwork, finished art, and all print & packaging processes
- Minimum seven years of management experience in leading teams, conducting performance reviews and measurements
- Experience in developing high-performing design teams
- Strong knowledge of packaging construction, holistic design solutions, brands CI's and implementation thereof essential
- Have a strong understanding of the various brand CI's as well as brand tiering and brand architecture
- Excellent knowledge of Adobe Creative Suite CC: Illustrator, Photoshop, and In-design
- A strong understanding of design management systems and studio workflow to drive efficiencies
- Strong understanding of all printing processes
- Strong understanding of manufacturing best practices relating to quality checks and high standards of consistency

Responsibilities

- Lead, manage, and mentor the company's packaging design team, including senior and junior creative designers, finished artists, illustrators, photographers, and freelance designers in order to deliver to plan
- Develop and communicate our brand objectives, by planning, resource sourcing and multitasking workload across the internal staff and external agencies to deliver
- Ensure that all work delivered is aligned with the brand CI's as well as brand tiering and brand architecture
- Ensure and maintain brand consistency in line with relevant marketing strategies and corporate identity guidelines thus accurate implementation across all sub-brands are key
- Recruit, retain and develop the best design talent to deliver the best in class and invest in the future of company's private label
- Lead and create innovative spaces by leading brainstorming sessions to promote design thinking in order to achieve the highest standard of creativity and ensure all briefs are met
- Manage budgets and costings across all resources to ensure we remain within budget constraints

Skills

- Adobe Creative Suite
- Art design
- Brand development
- Branding
- Budget management

- Graphic design
- Packaging design

Posted on 19 Apr 14:58, Closing date 19 May

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