

General Information

Job Title	Graphic Designer	Function	Foodservice
Business			
Brand	deSter	Country	Belgium
Unit / Location	deSter / Hoogstraten	Date Created	06072021
Created By	FF	Approved By	

Job Summary:

deSter, part of gategroup, designs and manufactures food packaging, serving both foodservice and airline customers worldwide. By capturing the customer’s unique style and individual needs we create innovative, functional and user-friendly packaging.

We have always had a strong focus on minimizing the environmental impact of our products. deSter has cultivated a working environment that focuses on improving the state-of-the-art. In this way, we have realized significant progress in delivering sustainable packaging. We identify the development of sustainable tableware and packaging for the circular economy as **one of our key strategic initiatives**.

Food packaging is currently one of the most dynamic transformational industries. deSter is therefore focusing on a transformation towards a complete circular product offering in order to achieve the ambitious global climate goals. In this exciting journey towards a sustainable world, we want to strengthen our design team with passionate graphic design talent to assist in our process of digitization and branding.

Play your part in our team succeeding

As a graphic designer you create and safeguard our visual identity and be part in our digital transition and creation of the marketing materials. As we approach our projects collaboratively in a lean way, you will work with a variety of other colleagues including other designers, product managers and salespeople, so you can feel comfortable from ideation to final execution you are designing the right thing.

Main Roles and Responsibilities:

- Come up with striking concepts to promote our offering
- Present your ideas through words and visuals (moods, examples & references)
- Create graphic designs and see them through from concept to product.
- Be able to collaborate with other creative disciplines (e.g. organize photoshoots, brief 3D visualizers)
- Create online and offline product catalogs and promotion materials
- Understand and interpret briefings, and translate them into appealing product graphics and visuals.
- Guard and execute deSter’s corporate identity consistently across all communication and presentation materials.
- Continuously work to improve collaboration, workflow and dialogue with colleagues and customers
- Experiment with digital products to get validated feedback
- Help shaping our digital presence through UX / UI and web design

Qualifications

Do you have what it takes?

The ideal candidate holds a Bachelor’s degree in graphic design or equivalent, and has good English language skills. Preferably but not a must, 2 years of experience in graphic design for digital marketing and UI/UX.

You have proficient skills with the Adobe Suite (Ai, Ps, Id ...), and are familiar with Microsoft Office.

Furthermore, it is an advantage if you have:

- Passion to design for different target groups.
- Easily adapt to different design styles.
- Ability to visualize your ideas through mood boards, sketches, etc.
- Animation skills with After Effects, or basic video editing skills are a plus!
- Interest in a specialization like vehicle livery, toy design, pop culture, storytelling, etc.
- Interest in consumer and marketing trends in the food scene.
- Experience with Adobe Creative Suite
- Self-management – Planning and managing own tasks, time and deadlines.
- Thrives in a creative environment, where we succeed as a team.
- print technical understanding – flexoprint, pad print, spray paint, offset or equivalent technology valued.
- You speak and write English fluently

Work Experience:

- At least one year of experience.

Language / Communication Skills:

- Fluent English in speaking & writing
- Knowledge of Dutch is a plus

ORGANISATION

This function reports to the Category Director Food Service

WHAT WE OFFER

- A workplace in a growing business with a positive work atmosphere
- A global work environment yet where everyone knows each other
- We strive to create a diverse, dynamic and inclusive culture.
- Above all we believe in people, creating the right team spirit and environment for anyone to thrive and grow their talent.
- Attractive salary and remuneration with additional benefits

Job Dimensions

Geographic Responsibility:

Type of Employment:

Travel %:

Exemption Classification: (United States only – Exempt, Non-exempt)

Internal Relationships:

Work Environment / Requirements of the Job:

Budget / Revenue Responsibility:

External Relationships:

Organization Structure

Direct Line Manager (Title):

Dotted Line Manager (Title, if applicable):

Number of Direct Reports:

Number of Dotted Line Reports:

Estimated Total Size of Team:

gategroup Competencies Required to be Successful in the Job:

- **Thinking** – Information Search and analysis & problem resolution skills
- **Engaging** – Understanding others, Team Leadership and Developing People
- **Inspiring** – Influencing and building relationships, Motivating and Inspiring, Communicating effectively
- **Achieving** – Delivering business results under pressure, Championing Performance Improvement and Customer Focus

Demonstrated Values to be Successful in the Position

Employees at gategroup are expected to live our Values of Excellence, Integrity, Passion and Accountability. To demonstrate these Values, we expect to observe the following from everyone:

- We treat each other with respect and we act with **integrity**
- We communicate and keep each other informed
- We put our heads together to problem solve and deliver **excellence** as a team
- We have **passion** for our work and we pay attention to the little details
- We foster an environment of **accountability**, take responsibility for our actions and learn from our mistakes
- We do what we say we will do, when we say we are going to do it
- We care about our coworkers, always taking an opportunity to make someone's day better

The above statements are intended to describe the general nature and level of the job being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. gategroup reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position. Candidates may be required to go through pre-employment drug screen, criminal check and/or airport fingerprinting.

gategroup – an equal opportunity employer. We are committed to workforce diversity and actively encourage all qualified persons to seek employment with us, including, but not limited to, racial and ethnic minorities, women, veterans and persons with disabilities.