



## ETI Job Description

<b>Job title</b>	Artworker/Graphic Designer
<b>Responsible to</b>	Marketing Manager
<b>Responsible for</b>	N/A

### About ETI

Electronic Temperature Instruments (ETI) Ltd, was launched in 1983 and is a UK award-winning manufacturer renowned for its precision digital thermometers and temperature-related instruments. With a focus on accuracy and innovation, ETI caters to various industries such as food service and facilities management, offering reliable solutions for temperature measurement needs.

### Marketing Mission Statement

To create strong brand awareness and an outstanding image of the thermometers we manufacture for both commercial and consumer markets through literature, websites, display and digital advertising and cross-channel communications.

- Maintain and optimise the ETI and Thermapen® websites and blogs to ensure a strong online presence. Develop and implement a comprehensive strategy aimed at boosting web-based sales.
- Liaise and work closely with Sales Teams to understand Markets and Key Areas for growth.
- Enhance the company's image and branding by implementing packaging upgrades.
- Redesign ETI catalogues and literature annually for effective marketing.
- Elevate customer engagement on both commercial and consumer fronts through relevant social media platforms.
- Drive consumer sales through the development and execution of seasonal campaigns (e.g., BBQ & Christmas) across various channels, including the Thermapen blog and social media platforms.
- Increase brand awareness and raise the profile of Thermapen by collaborating with selected influencers Collaborate with an external consumer PR agency to increase brand awareness and elevate the Thermapen profile.
- Collaborate with an external commercial PR agency to heighten company visibility and enhance brand awareness within the industry, specifically for ETI products.
- Engage the services of an external Digital Marketing agency to manage Google and Microsoft Ads for both ETI and Thermapen websites while managing Meta and Amazon Ads.

### About the role

As a member of the Marketing Team, you will be responsible for producing various printed materials, including packaging, advertisements, operating instructions, and company documents.

### Main interactions

- Internally – Purchasing, QA and R&D
- Externally – printers and suppliers



### Key Responsibilities

- Design and update print artwork to a high standard. Artwork includes primarily packaging, operating instructions, advertising, leaflets, and product labels.
- Create exhibition materials such as posters, banners, and counter displays.
- Produce print-ready accurate packaging artwork and be familiar with arranging back-of-pack details in line with current legislation.
- Provide graphic support across departments for technical sheets, safety data sheets, and company documents.
- Create company PowerPoint presentations for sales pitches, etc.
- Liaise with external printers and suppliers to ensure timely delivery and high-quality printing materials.
- Organise and maintain design files and master assets as needed.
- Uphold brand consistency across various designs and collateral, adhering to brand guidelines.
- Conduct thorough proofreading and quality checks for print-ready artwork.

### Knowledge and experience

- Good level of artwork experience working in a studio or similar environment (portfolio to match).
- Experience of creating technical artwork and repro files.
- Experience in the print industry and the processes used.
- A strong understanding of cutters, layout, and composition.
- Excellent knowledge of Adobe Creative Suite (InDesign, Photoshop & Illustrator).
- Knowledge of Microsoft Office (Word & Excel) and Corel Draw.
- Good working knowledge of using Monday.com or similar platform to manage projects, meet tight deadlines and collaborate with team members remotely.

### Key skills

- Exceptional organisation skills, with the ability to prioritise tasks to meet deadlines.
- Accuracy and high levels of attention to detail.
- Excellent communication and interpersonal skills
- Good presentation keys

### Other Responsibilities

- Undertake all duties in accordance with ETI policies.
- Attend all training when required in order to adhere to mandatory regulations, legislation, and best practice.
- Promote the company positively at all times.
- Adhere to all aspects of confidentiality and Data Protection to ensure compliance with the law.
- The post holder will be required to undertake such other duties as may be required, therefore, the list of duties in this job description should not be regarded as exclusive or exhaustive.
- The organisation reserves the right to update or amend the job description, from time to time, to reflect changes to the role. The post holder will be consulted about any proposed changes.

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**I confirm that I have read, understood, and accept the duties detailed in this Job Description.**

<b>Name</b>	
<b>Signature</b>	
<b>Date</b>	