



Taste True Tea
427 E Stewart Street, Milwaukee, WI 53207
www.rishi-tea.com

POSITION: Graphic Designer

LOCATION: Milwaukee

TEAM: Marketing

FLSA STATUS: Exempt

SUMMARY:

Rishi Tea seeks a full-time Graphic Designer to uphold and reinforce the Rishi brand's positioning, messaging, and image in the tea marketplace. The Graphic Designer will operate out of Rishi's headquarters in Milwaukee, WI, USA and will report to the Rishi Creative Team consisting of Creative Director and Brand Strategist. The Graphic Designer's primary responsibility is to articulate the brand's personality and values through the development of visual media including print materials, ads, promotional products, webpages, social media content, product labels, and packaging.

The Graphic Designer will oversee all Rishi internal design needs. In addition, the Graphic Designer will be responsible for providing marketing services that Rishi offers to branded and select private label customers, including customized tea menus, signage, and other supporting materials by request. The Graphic Designer will carry out the Rishi brand strategy through his or her work.

This position presents an opportunity to join an emerging, dynamic brand that is uniquely positioned as a direct trade importer in a fast-growing market. The Rishi Graphic Designer will leverage the brand's differentiating points and demonstrate a passion to contribute creatively to the evolution of the Rishi brand. The successful candidate will be confident and exceptionally self-motivated, and thrive in a free-thinking and fast-paced working environment.



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ESSENTIAL JOB FUNCTIONS:

Design & Creative Responsibilities

- Execute and manage all design projects and ensure that they meet Rishi brand standards
- Design materials to support the growth of the Rishi brand, including ads, promotional materials, educational content for Rishi Tea Training program, webpages, and other online content
- Collaborate with Sales and Marketing teams to design custom tea menus, signage, and other supporting materials for Rishi branded customers
- Create custom illustrations or other graphic elements as needed to enliven designs
- Prepare and deliver print-ready mechanicals for printing or publication
- Create, update, and print labels for products and packaging
- Contract and manage external freelancers as needed
- Manage file library and archive of creative content such as origin and product photography

Brand Management

- Collaborate with Creative Director and Brand Strategist to determine objectives, budgets, presentation style, and approaches necessary to complete creative projects
- Interpret and prepare Creative Briefs
- Manage and/or develop content for Rishi social media presence
- Attend and help set up and break down trade shows as needed
- Manage look-and-feel of trade show booths either through self-created booth designs or by guiding outside agencies in collaboration with Creative Team

Quality Control

- Confirm accuracy of all files before going to print
- Prep and submit necessary labels and files to the Compliance department to ensure Rishi
- Perform quality control of all printed or published materials
- Attend press checks and supervise photo or video shoots performed by outside agencies



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EXPERIENCE & QUALIFICATIONS NEEDED:

- Minimum 2-5 years experience as a graphic designer in a business setting
- Full proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat)
- Full proficiency in Microsoft and Apple operating systems and core business programs such as word processors and spreadsheet applications
- Basic photography skills required; advanced photography skills a plus
- Bachelor's Degree (B.A.) in a creative field from a four-year college or university

PHYSICAL REQUIREMENTS & WORKING CONDITIONS:

- Noise level in the work environment is moderate
- The Graphic Designer is required to work overtime when needed
- The working environment is fast-paced and energetic