

## Job Role: Graphic Designer

### Company Overview

Avani Solutions Limited is a leader in the UK hospitality industry, specialising in draught beer quality management. Our team of field service technicians is dedicated to bringing exceptional service to our clients, ensuring the highest standards of beer quality through audits, installations, energy saving surveys, service cleans, deep cleans, and training. Now working for and advising some of hospitality's biggest brands, Avani continues to go from strength to strength, helping venues reduce waste, lower cost and improve quality.

### Summary

We are seeking a talented Graphic Designer with proven experience to join our dynamic team at Avani Solutions Limited. In this role, you will report to the Brand & Marketing Manager, and be responsible for translating our brand across multiple channels and media. Your work will involve the creation of impactful visuals that reflect our brand's commitment to quality and service. This position is crucial in helping us communicate our passion for beer and our dedication to excellence.

### Responsibilities

- Brand application & evolvment – To evolve our brand applications and usage in ways that are authentic and adhere to our guidelines
- Print design – creating brochures, posters, booklets, certificates, event and sales materials, being able to interpret and scale designs accordingly
- Trade marketing support - To support the sales team with marketing collateral including case studies, testimonials and presentations
- Digital design – designing posts for social media, producing infographics, line drawings, animated gifs and editing video that we can use across web and social media
- Asset Management - You will own our asset library, ensuring it is kept up to date and filed logically, and where versions are suitable for web and media.
- Content Management - web - You'll be responsible for keeping our (Wordpress) website content updated and optimised
- To support the Brand and Marketing Manager in all aspects of the marketing mix

**About You:**

- Degree qualified in graphic design / Foundation diploma in art and design.
- Passionate about art and design and creative expression.
- Outgoing, friendly, and enthusiastic with a strong work ethic and positive outlook.
- Team worker with good communication and organisation skills.
- Able to prioritise effectively with multiple projects and deadlines.
- Ability to work in a fast-paced, and often noisy environment.
- Comfortable with ambiguity and equally happy with direction.
- Experience in motion graphics and video editing
- Able to produce high-quality visuals, which are data accurate when under pressure and working to tight deadlines.

**Requirements**

- Minimum of 3 years' experience in a similar role
- Experience and understanding of visual story telling
- An excellent knowledge of Adobe Creative Suite, of InDesign, Photoshop, Illustrator, Premiere Pro, After Effects as well as Canva and Figma.
- Professional knowledge of resolution - dpi and vector graphics.
- An understanding and working knowledge of WordPress CMS
- Experience in motion graphics and video editing
- You will understanding modern printing techniques -: digital, litho, digital foiling and spot-UV amongst others.
- Understanding of UX/UI design principles (desired, not essential)
- A portfolio showcasing your design work is required.

If you're ready to unleash your creativity in a vibrant industry, apply now to join Avani Solutions Limited as our next Graphic Designer!

Job Types: Full-time, Permanent

Pay: £30,000.00-£35,000.00 per year

Additional pay:

- Yearly bonus

Benefits:

- Company events
- Company pension
- Free fitness classes
- Free parking
- On-site parking
- Paid volunteer time

Schedule:

- Monday to Friday
- No weekends

Work Location: In person

Application deadline: 13/06/2025

Expected start date: 21/07/2025

To apply: Visit [Indeed](#)