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| **Job Title** | Packaging Designer |
| **Department** | Commerce Marketing |
| **Approximate Department Size** | 6 |
| **Reports to** | Senior Creative Designer |
| **Working hours and pattern** | 40 hours over 5 days |
| **Will this role qualify for tronc or bonus?** | Bonus |

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| **Purpose of this role** |
| This role will be responsible for creating high-performing, creative packaging concepts for our branded products, produced inhouse by our internal food production teams and expert external suppliers. You will manage packaging projects, design prototypes, ensure compliance, and enhance sustainability while collaborating with cross-functional teams and managing supplier relationships. Working closely with the wider marketing team on brand look and feel, you will build close relationships with the product development managers to achieve our commercial goals. |
| **Responsibilities** |
| * Develop packaging concepts from initial ideation to final production across primary, secondary, and promotional formats.
* Ensure all designs adhere to brand guidelines and consistently communicate brand identity and positioning.
* Apply expertise in packaging materials, finishes, and applications to achieve quality, durability, and visual appeal.
* Collaborate with suppliers on development, sampling, and production to ensure accurate specifications and high standards.
* Produce prototypes and mock-ups to test design functionality, usability, and aesthetic quality.
* Manage multiple packaging projects simultaneously, delivering against deadlines while maintaining creative excellence.
* Work in partnership with marketing and product development teams to align packaging with broader commercial objectives.
* Monitor industry trends, sustainability practices, and innovations to inform and evolve packaging design strategies.
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| **Characteristics needed for this role** |
| * Proven ability to adapt to a dynamic work environment
* Highly organised to efficiently manage multiple projects
* Meticulous attention to detail in both design and project management
* Passionate about luxury food and gifting markets and how it relates to packaging design
* Creative and detail-oriented approach to packaging design.
* An eye for strong design and a commitment to maintaining high visual standards.
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| * **Characteristics desired for this role**
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| * Strong consumer focus, with the ability to translate customer insights into impactful packaging solutions.
* Effective problem-solving skills, balancing innovation with functionality and compliance.
* Ability to integrate brand identity with practical considerations such as sustainability and usability.
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| **Skills and experience needed for this role** |
| * Proficiency in Adobe Creative Suite and other relevant design software.
* Strong artwork skills with the ability to prepare files accurately for production.
* In-depth knowledge of print production processes, including colour management and finishing techniques.
* Demonstrated ability to create consumer-centric packaging designs that balance functionality with aesthetic impact.
* Strong communication skills, with the ability to present and articulate design concepts to internal teams and external suppliers.
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| **Skills and experience desired for this role** |
| * Significant prior experience in packaging design, preferably within the food and beverage sector.
* Proven ability to develop prototypes and mock-ups to test functionality and resolve design challenges.
* Familiarity with packaging design principles, material specifications, finishing options, and manufacturing processes.
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| **Qualifications needed for this role** |
| * Degree in Graphic Design, Packaging Design
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| **Qualifications desired for this role** |
| * Degree in Graphic Design, Industrial Design or related field
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| **What systems will be used in this role?** |
| * Adobe Creative Suite
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| **Department Description** |
| Our purpose lies in giving our retail customers a taste of The Newt in their own homes, offering them a virtual experience that conveys the unique quality, provenance and exclusivity of our estate. Through every item we sell, we aim to leverage the unique feel and promise of our estate, distilling the expertise, passion and attention to detail of our artisan producers into products that give us credibility and longevity in the luxury grocery market. |