



**Position: Graphic Designer**

**Work Schedule: Monday – Friday with some weekends, holidays and evenings**

**Reports to: Creative Director**

### **The Bardstown Bourbon Company**

**The Bardstown Bourbon Company is a celebration of the art of making whiskey. No secrets, mythical stories, or fabricated legends. We celebrate the craft of making great whiskey and the Bardstown community that brings bourbon to the world.**

**Set on 100 acres of active farmland in the heart of the Bourbon Capital of the World in Bardstown, KY, Bardstown Bourbon Company drives innovation, while honoring the traditional art of making bourbon. We produce the highest-quality, authentic Kentucky bourbon, whiskey, and rye brands as well as offer custom whiskey production through our one-of-a-kind Collaborative Distilling Program.**

**We are the first Napa Valley-style destination on the Kentucky Bourbon Trail to provide a full-service culinary experience at our Bottle & Bond Kitchen and Bar. Here, our visitors enjoy comfort food, exceptional salads, and farm fresh meats and cheeses. Our bar offers a creative cocktail program, whiskey and vintage spirits library, curated wine collection, and a selection of local draft beers. Bottle & Bond is the perfect foundation for a memorable afternoon or evening.**

For more information, please visit [www.bardstownbourbon.com](http://www.bardstownbourbon.com).

### **Position Description**

The Graphics Designer at Bardstown Bourbon Company creates visual concepts on a variety of platforms to support our marketing plan and daily operations. Collaborates and partners with all departments to support the creation of printed materials, digital content, and other graphic resources, ensuring consistency with Bardstown Bourbon Company's branding. We're looking for someone who can take direction, run with it and take it the next level. The successful candidate should be self-motivated, easy to work with, and wildly creative.

### **Essential Job Duties and Responsibilities**

- Create visual aspects of marketing materials, packaging, websites and social media.
- Work simultaneously on multiple projects.
- Work together with marketing and sales teams to create cohesive designs that represent our brand and align with our positioning.

- Collaborate with management and other departments to brainstorm ideas and develop new approaches to creating innovative and expressive graphics for the company.
- Write, proof, and edit marketing materials for Bardstown Bourbon Company's website, social media, and printed materials.
- Develop web and social media content that heightens local and national visibility, sharing written stories and expanding media relations to secure print, TV/radio, and web features.
- Building the company brand through innovative strategies that help provide a foundation for graphic design and social media marketing.
- Working with internal teams to provide graphic support for the development of materials, labels, and image layouts.
- Shoot photos and video to support all marketing and communication efforts.
- Strategize designs that will elicit a positive response, communicate important ideas, and share company values with viewers.
- Organize campaigns that utilize stunning graphics to create a positive impression of the company while promoting increased visibility.
- Innovate new and exciting visual designs that capture the target market's attention and sell them on essential aspects of the product.
- Responsible for the assurance for quality and food safety of the product.
- Perform other duties as assigned.

### **Requirements and Qualifications**

#### **Education and Experience:**

- Bachelor's Degree in Fine Art Design, Marketing, Graphic Design or related discipline.
- 2+ years in professional commercial design

#### **Skills:**

- Extensive experience with Adobe Creative Suite (Illustrator, Photoshop, InDesign) specially for layout, mockups, web design and multimedia presentations.
- Working knowledge of HTML and WordPress, Microsoft excel, PowerPoint, social media interfaces.
- Willingness to learn new software and programs.
- Excellent typography skills.
- Ability to absorb and apply constructive criticism from Creative Director and peers.
- Experience using a DSLR Camera and its components.
- Must have excellent writing and organization skills.
- Ability to present and explain ideas to leadership.
- High attention to detail and the ability to manage multiple projects.
- Must remain calm under any stress or pressure and have a strong skill in problem solving.
- Ability to work some weekends, holidays and evenings, as needed, to meet critical project deadlines.

#### **Physical requirements**

- Ability to walk, sit and stand for long periods of time.

- Noise level is usually moderate.
- May require some physical work (lifting, bending, climbing, pulling, or squatting for long periods of time).
- Exposure to inside and outside elements (heat, wet/damp, and cold conditions).
- Be able to manipulate fingers, hands and arms.

The Bardstown Bourbon Company is committed to equality of opportunity in all aspects of employment. It is the policy of The Bardstown Bourbon Company to provide full and equal employment opportunities to all employees and potential employees, without regard to race, color, religion, national or ethnic origin, veteran status, age, gender, gender identity or expression, sexual orientation, genetic information, physical or mental disability or any other legally protected status.