

## VACANCY

### Graphic Designer / Artworker

#### The company:

Rapala VMC is a one of the world's leading sport fishing companies, encompassing globally renowned brands such as Rapala, Okuma, Dynamite Baits, VMC, Carp Spirit and many more. We are deeply committed to our brands, products, customers, employees, and the environment.

#### Job description:

We are seeking a highly creative, knowledgeable, motivated and organised person to be at the forefront of the graphic design for Rapala VMC in the UK.

You will be responsible for developing packaging concepts, designing print and digital assets, and ensuring brand consistency across all materials. You will work closely with the Marketing, Sales and Product Development teams, as well as external suppliers to bring designs from concept to fruition. This position reports directly to the Marketing Manager.

#### Responsibilities & duties:

- Create compelling packaging designs for new and existing product ranges
- Develop concepts, artwork, and visual assets across print, digital and POS
- Oversee catalogue design from initial concept to the finalised artwork
- Prepare artwork for print, ensuring technical accuracy and compliance with UK and export markets regulations
- Collaborate with internal teams and external partners
- Source external supplier quotations and aid negotiation of final costings
- Maintain brand guidelines and contribute to design strategy
- Support wider marketing campaigns with visuals and presentation materials
- File and image storage management
- Manage workload and prioritise briefs in line with agreed critical path
- Ensure designs meet the brief prior to handover for sign off
- Stay current with new technology, software, and systems

#### Knowledge, skills & attitude required:

- Proven experience and creative flair as a Graphic Designer, ideally within FMCG, consumer goods or retail
- Knowledge and experience of packaging design
- Strong portfolio including packaging design projects
- Adept at creating high impact commercial graphic designs
- Expert knowledge of Adobe Creative Cloud (Illustrator, Photoshop, InDesign)
- Thorough knowledge of dielines, print processes, colour management and material specifications
- In-depth knowledge of MS Office including Word, Excel, PowerPoint and Outlook
- Excellent attention to detail and ability to work to deadlines
- The ability to manage multiple projects and deadlines
- A high level of grammar and literacy skills
- Enthusiastic, proactive, highly motivated, flexible and a team player
- Knowledge of sustainability and packaging trends beneficial
- A passion/understanding of angling, or similar sporting goods, would be advantageous but not essential



- Studio photography skills and knowledge would be an advantage but not essential

**In return we offer:**

- A competitive salary
- A supportive and collaborative team
- Professional development and training opportunities
- On-site parking
- Staff product allowance
- Auto enrolment pension
- (Pro-rata) 21 Days holiday, plus bank holidays
- Loyalty scheme offering additional annual leave based on length of service
- Access to our Employee Assistance Programme, offering a wide range of wellbeing benefits, free independent and confidential counselling / support, 24 hours a day, 7 days a week

**Key information:**

- Job title: Graphic Designer / Artworker
- Expected start date: ASAP
- Salary: On application – dependent on experience
- Job Type: Full-time, permanent
- Working hours: 42 hours/week. However, flexibility is key to ensure the needs of the business are met
- Location: Cotgrave, Nottinghamshire, UK

**To apply or request further details, please send your CV with a covering letter to Stewart Hay (Marketing Manager) [stewart.hay@rapalavmc.com](mailto:stewart.hay@rapalavmc.com). The closing date for applications is the 16<sup>th</sup> January 2026.**

