

## ROLE PROFILE | Absa Cape Epic | FNB Wines2Whales

<b>Job Title</b>	<i>Graphic Designer</i>
<b>Business Area/Department</b>	<i>Marketing and Communications</i>
<b>Reports to</b>	<i>Brand Manager</i>
<b>Number of Reports</b>	<i>0</i>
<b>Date of completion/review of role profile</b>	<i>October 2019</i>

### KEY RESPONSABILITIES/ACCOUNTABILITIES

<b>Key responsibilities</b>  <i>(Creative Designer)</i>	<p>Sponsor proposals, presentations</p> <p><u>Create and deliver on all design requirements</u></p> <p><b>Creative Design</b></p> <ul style="list-style-type: none"> <li>▪ Design using our CI guidelines.</li> <li>▪ Key annual publications, eg. Event Summary, Ride Review, Rider Manuals etc.</li> <li>▪ Annual marketing collateral (posters, stage town info, town flags)</li> <li>▪ Merchandise designs across multiple events</li> <li>▪ Race related production items (Accreditation, number boards, medals,</li> <li>▪ Event Branding (banners, back drops, barricades, finish line arch)</li> </ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>▪ Support social media team with design requirements.</li> </ul>
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#### Grandstand Management

2<sup>nd</sup> Floor, 21 Pepper Street, Cape Town, 8001, South Africa **TEL:** +27.21 426 4373

Grandstand Management (Pty) Ltd **Reg No** 2016/451584/07

**Directors:** K. Vermaak, S Facteau (USA), J Gramling (USA), S Johnston (USA), A Messick (USA)

<i>Role and person specific attributes/skills</i>	<p><b>Role Specific:</b></p> <ul style="list-style-type: none"> <li>• Creative and innovating</li> <li>• Formulating ideas and concepts</li> <li>• Coping with pressure and setbacks</li> <li>• Passionate about sport</li> </ul> <p><b>Person specific:</b></p> <ul style="list-style-type: none"> <li>• Work with Adobe Creative Suite</li> <li>• Knowledge and understanding of both litho and digital printing</li> <li>• Work well under pressure</li> <li>• Able to work independently in a non-designer environment</li> <li>• Stick to deadlines and manage own time</li> </ul>
<i>Self-development and growth</i>	<ul style="list-style-type: none"> <li>• Stay abreast of relevant trends and innovative solutions to improve and attain a successful design rollout</li> <li>• Develop a thorough knowledge of various processes, systems and proactively find solutions</li> <li>• Take initiative in obtaining relevant skills by identifying any training requirements and discuss with management</li> </ul>
<i>Qualification requirements</i>	<ul style="list-style-type: none"> <li>• National Diploma in Graphic Design</li> </ul>
<i>Experience requirements</i>	<ul style="list-style-type: none"> <li>• Min 3 years' experience in Graphic Design</li> </ul>

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### **About GRANDSTAND MANAGEMENT**

*Grandstand Management is a passionate, innovative and dynamic, sports-oriented company that organizes the Absa Cape Epic and FNB Wines2Whales mountain bike stage races, and continue to set new benchmarks in various growth areas.*

### **About ABSA CAPE EPIC**

*Founded in 2004 by Kevin Vermaak and recently acquired by Wanda Sports Holdings, the Absa Cape Epic is the world's premier mountain bike stage race. The route changes every year, taking professional mountain bikers and aspiring*

*amateurs from around the world through roughly 700km of unspoilt scenery and 15,000m of accumulated climbing over some of the most magnificent mountain passes in South Africa's Western Cape province. The Absa Cape Epic is the most televised mountain bike event in the world and the only eight-day stage race classed as hors catégorie (beyond categorisation) by the Union Cycliste Internationale (UCI), the same category as the iconic Grand Tours of road cycling.*

*This official UCI status makes it a highlight of the professional rider's calendar. The Absa Cape Epic is a full-service race, meaning that riders can concentrate on riding while services such as accommodation, food, bike cleaning and maintenance, and medical assistance are provided for them.*

### **About FNB WINES2WHALES**

*Wines2Whales was born out of the desire to establish a world-class 3-day stage race in the Western Cape, South Africa. Since its inception in 2009 it has become a premier event on the mountain bike calendar, with riders from all of over South Africa and the world queuing for the chance to ride it. Its biggest drawcard is without a doubt the route which charts an exquisite yet challenging path that takes in much of the Overberg region's history and splendour. Starting in the vineyards of Lourensford Wine Estate in Somerset West riders traverse a string of private farms, wineries, mountains, historic roads and nature conservation areas which includes the Kogelberg Biosphere before finishing alongside the famous whales of Hermanus. Three events spread over 10 days – the Chardonnay, Pinotage and Shiraz – ensure there is something for all skillsets with the focus clearly stamped on celebrating the love of mountain biking and the culture that accompanies it.*

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