

Purpose

This is a very exciting opportunity to join our growing marketing team and bring new design ideas to the table. The need for an additional graphic designer has arose from our growing ambition to evolve our brand and make ourselves more relevant in the marketplace. We want you to bring fresh ideas to our materials and make a real impact with your innovative and creative designs.

This role would be suited to an individual with experience in graphic design and animation skills, as well as possessing a natural creative flare with an eye for design.

Roles and Responsibilities

- Develop all graphics and visual designs for both online and offline marketing activity
- Design engaging materials and collateral for us to take to market
- Be an ambassador of the company brand, ensuring consistent design across all communication
- Work closely with the wider organisation to meet their design requirements
- Continuously manage content to make sure it's up to date
- Manage the look and feel of our corporate website, ensuring it's always compliant with brand guidelines
- Have creative freedom to design multiple assets for our website and social media platforms
- All design work to meet campaign deadlines, and have assets created in a timely manner
- Creation of animation videos for our digital marketing campaigns, so we can keep our network engaged and informed

Skills and Experience required for this role

Essential

- Minimum of 2 years graphic design experience
- Must have experience and be confident in using Adobe Creative Suite (Illustrator, InDesign, Photoshop)
- Must have previous experience in creating animation videos
- Creative flare! We want someone with an eye for design who can create engaging designs using their own initiative
- Excellent verbal and communication skills
- Able to prioritize workloads/effective time management

Desirable

- Qualifications in design or graphics
- Experience using WordPress would be extremely advantageous
- Experience creating emails in email automation tools (e.g. Dotmailer)
- A background in B2B or technology design