

Role Profile: Graphic Designer (Marketing)

Team/Location: Marketing - Saltash

Reporting to: Marketing Manager

Job Level: Level 4

Purpose...

You will work with an innovative, forward thinking and exciting marketing team, working on a mix of marketing content and collateral.

You will create engaging and on-brand marketing, business development support and internal communications materials, for both online and offline campaigns and projects. Translating ideas into strong design concepts and providing ideas/innovations using understanding of the design and digital industry.

You will be...

- Actively contributing innovative design ideas at team campaign brainstorming sessions and developing creative graphic design concepts, to support offline and online campaign activities that effectively position the Hemsley Fraser brand and articulate our key customer messages in order to stimulate interest in and demand for our products and services.
- Supporting with the production of digital assets for all marketing activities.
- Completing the design and typesetting for the HF directory/e-brochure to the required standards of accuracy, timeliness and quality in order to meet campaign objectives.
- A brand ambassador and ensure that guidelines are followed. Working with others to develop understanding across the business.
- Producing artwork for print and optimise digital content according to channel.
- Supporting with client tenders and internal communication materials where required.
- Constantly developing and refining design skills to keep up with developments in the market.
- Collaborating/sharing ideas with Brand & Creative Direction, and designers across the business.

Goal-focused projects

- Coordinating small projects identified through departmental objectives. Agreeing measurable goals and taking individual ownership of the co-ordination of activities to achieve goals to agreed deadlines.
- Collaborating with others to achieve project goals making use of expertise across the department and within the business.

You will have...

- A degree or similar in Graphic Design or a similar related subject.
- A creative approach to work and problem solving.
- An excellent understanding and knowledge of incorporating brand and style guidelines, layout and typography.
- Significant experience of using Adobe Creative Suite/Cloud, particularly Photoshop, Illustrator and InDesign.
- A passion for designing for digital, with an understanding of digital design trends and emerging technologies.
- Curiosity and desire to learn new technologies and skills.
- Experience of using the Office suite of tools, particularly Powerpoint.
- Excellent communication skills; ability to work with a range of internal/external customers.
- A keen eye for detail and a strong work ethic displaying excellent time management approaches.
- Good organisational skills and the ability to work under pressure and deliver to a deadline.
- Ability to work at different design project stages e.g. brainstorming ideas through to initial designs delivery and creation.
- Knowledge of best practices for designing for digital and print.
- Experience of some of the following; video creation/editing photography, adaptive HTML/HTML5', CSS, designing email HTML templates.

Success in the role is...

- Developing and driving creative and innovative digital approaches.
- Planning, organising and managing workload to deadlines, balancing quality to speed and agility.
- Delivering design that exceeds expectations with a high standard of individual output.
- Continuously learning through self-led approaches and learning from peers experience and feedback.
- Accurate use of Hemsley Fraser brand guidelines, with excellent attention to detail.
- Taking a goal-focused approach.
- Collaborating and communicating effectively with colleagues and taking a customer-focused approach.
- Living the company values.
- Working well with a high energy team in an agile environment.
- Being able to solve problems creatively and use initiative.